HANK MELROY

BAD BOY SECRETS

For Attracting Women

33 Secrets Nice Guys Don't Know But Bad Boys Do

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By Hank Melroy

My Sad Story of Desperation... And How I Crawled Back From Ground Zero

My story is pretty typical, but I will tell you anyway. In my childhood, I was an anxious kid who never talked a lot and I also never belonged to the cool kids in kindergarten and elementary school. My mother was overprotective and always had an eye on me. I only had a few other kids I could consider my friends. At this age, my interest in women was limited to the exchange of lunchbox content. Innocent times. And since my mother has been a good cook I was popular at least at lunchtime. This should all change in high school when hormones knocked at my door introducing a new guest called puberty in my life. Unfortunately, puberty played all its magic on me. Out of the blue, I developed a serious skin issue. My face looked like a volcano landscape. Pimples of every imaginable size. Though, this wasn't enough, additionally my voice sounded like a duck with genital herpes and on top of that I had an even for the 90s utterly fatal clothing style (buzz words: green cord trousers, Batik shirt).

Even if I would have been a perfect conversationalist my hormone-related looks would alienate me anyway. I didn't feel very good about myself, but I could live with it. But this shouldn't last for long.

I remember exactly when I fell in love for the first time. It was at the beginning of an English class. I simply looked at one of my female classmates—a girl I saw many times before—and boom… something hit me. First I didn't know what it was because I've never been in love before. From that moment I could never see women the same way as before. I slowly realized that this is what people call falling in love.

But what now? I wasn't popular at all and my severe skin issue alienated me even more. Long story short, Three years of watching

her hanging around with the cool boys and silently hoping some miracle would change my situation. Of, course I got no miracle and no good fairy that turned me into a good looking popular kid showed up neither. I suffered in silence till we graduated and I never saw her again.

The following years weren't much better. The pattern of falling in love with a particular woman that I put on a pedestal and made her perfect in my mind repeated two more times. My skin issues got a little better then, but my social issues increased year by year. This whole cascade of idealizing a woman without knowing how to actually get to know her destroyed the rest of my confidence step by step. I felt so clueless and helpless about my situation that I constantly thought about what could be wrong with me. My friends couldn't help either. They were just as clueless as me. Nobody I knew personally had any skills with women. Sad but true. Over time, I developed the belief that you are either born being good with women or you have to accept your fate of being lonely. And as you might know already, this is one of the worst beliefs a man can hold.

Everything changed as I enrolled in university. I arrived at the campus as a frustrated virgin who couldn't even get a date even if my life would have depended on it. With no confidence and the knowledge that I was tremendously behind in the sexual realm compared to normal people, I hoped that on the campus my problems would solve just by themselves. Though, reality laughs last and especially about ridiculous beliefs. My first year went by without any sexual incident and left me even more hopeless than before. In my second year, things should change. I met Tim which was probably the miracle I was praying for since and eternity. Tim was moderately attractive, but he was one of these rare individuals who seemed to connect to people very fast, especially with women. He had an aura that drew others to him. Women lighted up every time they saw him and engaged him into conversations. Women treated me nicely as well at this time, but it was a whole different "nice" compared to how they behaved towards Tim.

On parties, he never stood alone. He was surrounded by beautiful women always. It seemed that he gave them something they were craving for. As you can imagine, for me as a hardcore nice guy this looked like magic. I saw him walking from parties and clubs with beautiful women that I only could fantasize about. Anyway, for whatever reason—I can't explain it to this day—he liked me. He took me under his wings so to say and introduced me to a world that has always been hidden for me before. Slowly I began to see the pattern and I realized that there might even be hope for a perfect loser like me.

Among all the things I learned from Tim the most life-changing was that nobody is born being good or bad in attracting women. Since my dull puberty time, I believed that I'm just not one of these men who can get the women they want. And believing that you don't have control over your life is probably the most devastating belief one can have.

Under the wings of Tim, I went from the anxious nice guy that women didn't notice to needing an Excel file to schedule my women. The rest is history as they say. It wasn't always easy and I had to deal with many setbacks and frustration, but that's just how it is and how it should be. Everyone who tells you something else is a fool or a slick liar.

In this book, I will tell you the secrets of attracting women like a bad boy and how to get rid of the nice guy disease that women can smell from miles away.

11 Inner Game Secrets

You probably heard the term Inner Game a lot and even if this sounds a little old-school it is the basis of all success with attraction. Inner game summarizes all internal beliefs about life, sexuality, and women. This is the fundament everything else is built on. The nice guy syndrome is basically an expression of inner issues and conflicts. The symptoms can be manifold reaching from idealizing women to feeling the need to please to not knowing what to say to a beautiful woman.

All the symptoms are a sign of boyish immaturity. A man can be highly intelligent, eloquent, a business leader responsible for multi-million dollar deals, a witty company, and a reliable friend but as soon he interacts with a beautiful woman he becomes a little boy again. The sexuality part of his development bypassed the maturation process and, as a result, the nice guy holds back the real man within him. And women will not accept any immaturity no matter how successful a man is in other areas of his life.

If inner issues aren’t getting fixed, every technique and everything you do will be marked with the smell of boyish immaturity. We are going to find the roots of your inner nice guy and eliminate it so that you develop a solid fundament that can stand the success that will come.

Secret 1: You Are the Creator of Your Personality

As I started my journey with women I believed that some men were just blessed with a mystic attraction power that makes women fall for them. I thought that some men just got it while others were meant to spend life alone or with those women nobody else wants. And admittedly, I was right that some men seem to have magic women-drawing skills, but the thing I got terribly wrong spoiled some of the best years of my life. I just didn't get that there wasn't something wrong with me; I simply didn't know how to attract women.

Only slowly did I realize that people can change and alter their personality to become who they want to be. An Australian study with more than 8,000 participants found that personality can change during lifetime. Another study found that people who believe personality can change cope better with stress and felt better about themselves. Since decades, neuroscientists know that the brain can change. Our behavior and experiences shape neuronal pathways and synaptic activity and therefore our brain. Neither your brain nor your personality is meant to be static.

Anyway, a growth mindset is the starting point of any change. We can change our personality. Your personality is fluent and not set in stone. Of course, there are limits to the potential you can change your personality. If you've been a very neat person who loves orderliness you might won't become a person who feels comfortable in a chaotic mess. Though, that's not what we are talking about here. Actually character is not a stable concept and believing that is rigid will harm your development big way. If you don't believe you can change you actually can't change.

Being a nice guy aka sucking with women is a learned behavior. If you do something for a very long time you start to think that you are just that way. If you are unsuccessful with women for a long time this can become your identity. You believe that you are a man who just

isn’t successful with women. You made this belief a part of your identity and, of course, this will make it hard for you to be successful with women. Acting stupid around women became your default behavior and you do it over and over again and you get the same results as always, right? Though, psychology indicates not seeing you in terms of being but rather in terms of becoming. Thinking “I’m poor with women” is a stable and generalized thinking pattern. See your personality as something that is in constant change. If you’ve been bad with women all your life then now is the time to change it. Many men did it before you and many will become successful in the future. So the first step to getting successful with women is seeing your personality as something that is changing constantly and that you can shape. If you change your habits and default behaviors your personality will change as well. This is why you have to free yourself from the concept of the rigid thought that personality can’t be changed. The first step of a change is the belief that you can change.

Secret 2: Make Peace with Your Past

Many men struggle with their past. I did as well. I just couldn't accept that I was that unsuccessful with women as I was younger. It was a constant pain in the ass for me. I just couldn't let go of my past and every bad thing that happened regarding meeting women.

Though, I and every other man who wants to become successful with women needs to realize that you need to make peace with your past. We have the natural tendency to linger around in our past wasting our now with wishing it would have been different. However, no matter how strong you wish that it would have been different, the present will never change the past. What happened will always be happened.

If you are stuck in your past as well you know how this feels, right? This feeling of helplessness and useless rumination. You somehow know that it won't help you a damn, but you still do it. Maybe you think something like "If little Jenny wouldn't have laughed at me in school I wouldn't have problems with women now." If you are familiar with thoughts like that you are in good company. A lot of nice guys are stuck in their past living it over and over again.

Bad boys have a different approach to their past, though. They accept their past and everything that happened to them for the sheer reason that they can't change the past anyway. And if you try to change what can't be changed is futile and a waste of energy. ***Acceptance is hard but necessary, and you need to realize that acceptance is the only thing that is left when there is no way to change something.***

Make meaning of your past

Don't view your past as an excuse for your failure with women or your negative emotions. View your past as your unique starting point instead. A unique starting point that no one else has. It's the point

you start your journey from. And in the end it doesn't matter that much where you come from, but only where you go from there. This sounded uber-cheesy I admit, though it's still true. Don't let your past determine your future. Take responsibility over the man you will be in a year from now. Since your decisions led you to where you are right now you may have to admit that not all of your decisions regarding women have been fortunate.

Anyway, no matter how old you are or how bad you are feeling right now you still can start making better decisions and build a future that is way different than your past. Reading this book is step towards taking responsibility for the story of your life. So, however, bad you feel about your past let it go and don't relive your past again and again. Don't let it happen that your past spoils your future. Make better decisions in the now. My past was a place of regret and bitterness and I realized that this is not a good place to live, don't you think? Remember, he who walks with his head turned around will never know where he will arrive.

Dealing with your past in a nutshell:

1) Accept your past and everything attached
2) Find meaning in your past
3) View your past as your unique starting point
4) Take responsibility for your future.

Secret 3: The Truth about Your Looks

The question if looks do matter for men when meeting women is a die-hard one in the dating advice department. Opinions reach from the one end that looks is the one and only criterion for dating success all the way to looks don't matter at all.

Though, black and white thinking is as inappropriate here as it is for most affairs in life. The truth might be found somewhere in the middle; in the gray area between the extremes. What is commonly known is that beauty is the most important factor for women to attract a man. Men are evolutionary "programmed" to prefer females that are fertile in order to increase the own reproductive success and since female's fertility is correlated to a multitude of physical cues, men are hard-wired to respond to particular physical signs that indicate high fertility. For this reason the question if beauty is important for courtship is rather simple to answer for women.

However, when it comes to the importance of your looks as a man, things become a little more differentiated. Mass media like movies, magazines, novels etc. tell us their version of the truth about how a man should look like to be successful with women. The tall man with the six pack and the big biceps who owns a company and drives a Porsche gets all the girls while the short, pale, skinny nerd stays alone. We are prone to swallow this version of reality because media's opinion offers a simple explanation for a fairly complex question. And people don't like it too complicated, do they? Anyway, to shorten this up—yes your looks does matter. When a woman meets you she imagines you being in her life. She imagines herself walking down the street or going to social gatherings with you and how it would be introducing you to her friends and so on. And of course, she doesn't want to be seen with an awkward looking crank. So does this mean the short, balding chump who doesn't look any close to a GQ model is condemned to never get the women he desires? Not so fast. You already learned that your looks as a man is not that important for attraction as beauty is for women. Though, for

you, looks matter in a different way. I'm not a big fan of oversimplifying things, but please allow me to do so for our purpose. Plainly spoken, women have three categories they sort men in. The first category is the "Hell-no". Once a man ends up in this category there's barely a chance to turn the tables. The second category is the "Oh-yes" category. If you are in that mental category she will definitely give you a chance to flirt with her and even actively tries to meet you. Ok, the "Hell-no" and the "Oh-yes" categories are the end poles. The third category, though, is the interesting one. The "Maybe" category is where most men fall in initially. A woman sorts a man (subconsciously of course) in the "Maybe" category when she doesn't feel enough emotions—either positive or negative—to decide for or against him. In the "Maybe" category, you can either get in the "Oh-yes" category, which will be your goal, or to the place of no return, the "Hell-no" abyss.

This, of course, is very simplified, but it will help you to understand the role of your looks. There might be some reasons men fall into the "Hell-no" category from the first second on because the fastest accessible criterion is looks. However, this doesn't mean a man has to be able to win a Ryan Gosling look-alike contest to pass the border to "Maybe" land.

A German research team tested the hypothesis that humans are not looking for the maximum attractiveness, but rather try to avoid great unattractiveness. With a variety of methods, the researchers found that we rather try to avoid ugliness then to seek for maximum beauty. Participants of the study were shown a set of nine pictures of faces on a screen. Their task was to decide whether one of the faces differed significantly from the rest regarding its attractiveness or all displayed faces are being nearly equally attractive. The reaction time the subjects needed to decide was measured. The results showed that reaction time was significantly lower when one face was more unaesthetic than the rest compared to trials including an above average attractive face. In other words, ugliness was more "screaming" than massive beauty. In the course of their

investigations, they used several other methods obtaining similar results that support the notion that avoiding signs of ugliness is more important than being super handsome.

Anyway, your looks play a role but not in the way that you need to be the most handsome man to get hot women. What is unequally more important is that you avoid signs of ugliness that catapult you into the “Hell-no” category instantly.

How do women judge a man’s appearance?

In other words, what do you need to avoid to not get sorted into the “Hell-no” category. The number one important thing for women when it comes to your appearance is simply grooming. Being groomed is the Alpha and Omega of your physical appearance. If you don’t care about your looks a woman will notice and judge you for it. Here are some major flaws that are indicators of ugliness that women (and humans in general) will recognize and use to sort you out.

- Filthy clothes
- Uncleaned teeth
- Long hair crawling from your nose or ears
- Odd haircut Dirt under your nails
- Untended beard Funny odor (can’t be seen but it belongs to your appearance)
- Unfitting clothes

Basically, a woman wants to see from your looks that it’s somewhat important to you how you appear. That doesn’t mean you need to have a manicure every other week or to pay $100 dollars for a shirt. Simply, don’t neglect the details of your looks, woman will notice. Since being unkempt is the new ugly, at least in the female’s mind, grooming is inevitably for attracting women. And all the things on the list above are easy to fix, but will have a huge impact. Well, if you are really, I mean really good in attracting women, you might get away with some major optical flaws, but why should you risk getting dumped for something that you can fix easily?

What about muscles, overweight, trendy hairstyles, fancy clothes etc.?

Having good looks, for societal standards will not hurt you with women. Women like the handsome, cute guys and they like muscles and a considerable outfit as well. Though, all these things are rather accessories than must-haves. Sure, there might be exemplars of the opposite gender who would only date a 6”2’ or taller man who is ripped and wears tailored clothes and if you can’t offer her that you might don’t have a chance with her. But do you really want a woman like that Anyway, grooming is the number one thing to do, the rest is a bonus.

I’m not saying that you shouldn’t go to the gym, build muscles, lose weight or get the latest haircut. These are honorable goals and can improve your confidence and self-respect, but if you only do it because of women then you are playing a losing game. Avoiding the major signs of ugliness is key, but also enough to be prepared for the dating game.

Fitness, nutrition, hairstyle, proper dressing are important topics for attractive men, though are beyond the scope of this book and my expertise. If you think you need some more information about these topics, there are plenty of books, videos, blogs or coaches that can provide you with quality information regarding these domains. Bad boys never shy away from seeking help and support, so it’s no shame to educate yourself in these areas.

Secret 4: Don't Make Women Your Center

Have you ever made a particular woman the center of your life? Have you ever neglected things in your life that are important to you just to please a woman? If so, you are in good company. Almost all man, me included, have done this and wondered why making a woman the center of our life didn't pay off. You did everything to please her, skipped you training, for instance, or neglected your friends just to be with her. You tried to meet all her needs and you were eager to fulfill her every wish. Sounds fairly romantic, right? Every romantic movie and novel would suggests being the real gentleman and knowing her wishes before she does. Though, reality is a little different as you might already sense. The edge between romance and devotedness is thin like a razor blade.

Anyway, women may think and even say that they want a man who fulfills every wish before even stated or a man who is totally devoted to her. Though, what we think we want and what we actually want are sometimes two separate stories. There are exceptions to everything but, in general, women want a man who has an own life. What does it mean to have an own life? If you've ever read ***The Way of the Superior Man by David Deida you might be familiar with the idea that a man needs to find his purpose in life. A man needs to know towards what he is heading in life. He has to have something bigger in his life than his woman.***

David Deida puts it that way: ***"If a man prioritizes his relationship over his highest purpose, he weakens himself disserves the universe, and cheats his woman of an authentic man who can offer her full, undivided presence."***

My book is not a how-to guide to finding your purpose in life, but finding your purpose is one of the essential steps to manhood and integrity. Finding your purpose can be, and most likely will be, an enduring and sometimes straining process and the way to finding

your purpose will not be found within this book. Just so much for our topic, if you think you need a woman to be fulfilled or try to fill the emptiness in you then chances are bad that a woman will do it. A man who has a purpose in life is just for that reason alone a highly attractive being and women will sense if you have a purpose (even if it's not your life's purpose). ***Making a woman the center of your life will rarely have a positive impact on your relationship.*** Women are a part of your life, not the center. Making the woman the purpose of your life will likely ruin the relationship you have with her. You might ask yourself why I'm talking about relationships here since you don't' have or don't want to have one; you want to learn how to attract women. Legitimate objection, though approaching, attracting, seducing women and having a relationship with a particular woman are no separate things. All are a part of the same process. It's easy to understand that your ability to spark attraction in a woman will affect the possibility to have a relationship with her. If you can't make women attracted to you in the first place it is rather unlikely to get her in any form of relationship. So, the "earlier" link of the courtship chain impacts everything that follows.

What is comparatively harder to grasp is that the way you would live a relationship with a woman can impact the earlier stages of the courtship process. A man who has no other purpose than to have a girlfriend and would use her to fill his emptiness will telegraph his neediness in everything he does with women.

Finding, or in this case not having found a purpose in life can cause a variety of issues that will harm your ability to attract a woman. A bad boy knows that women are an important and pleasurable part of life, but he also knows that making the pursuit of women or a particular woman to his center would only be an act of inauthenticity and disregard of his life that would lead him away from his core and from being successful in attracting women. Since not having a purpose is the root of a multitude of nice guy issues the following chapters address some of these bad descendants of women-centeredness and how you can handle them the bad boy's way.

Before you leave this lesson I highly recommend that you get your hands on a copy of The Way of the Superior Man. If you've already read it you know, and if you haven't yet you will see, that this is one of the best and most influential books ever written on this topic.

Secret 5: Develop a Social Mindset

Here is something every man who is successful with women knows. You can't be good with women without being good with people. This is key to understand. If you want to develop bad boy women skills you need to be social with people in general. Bad boys are social in general and talking to women is "just" a byproduct of their social attitude. It's foolish to believe that you can become a rockstar with women without having to become better with people in general. It would be the same as to say you want to be a better runner without improving your general fitness.

If once your default mindset is social talking to women won't feel creepy or unnatural anymore because you talk to anyone anyway. Talk to everyone and establish a social behavior where talking to women is natural to you just because it's natural to communicate with people. Use every chance to get social and start conversations with everyone. Talk to the person behind you when you are standing in the queue in the coffee shop. Talk to the salesperson when you are in the mall. Talk to your taxi driver or to the person waiting with you for the bus. At a party, talk to the guys as well. Opportunities to get social are plenty just keep your eyes open.

To develop a social mindset you can do some exercises, I will give you.

1) Don't think negative about others.

Thinking negative about others kills your attempts to be more social. If you see someone and your first thoughts are something negative like "what a poor haircut" or "this person is surely fairly stupid" you lower your chances to talk to that person dramatically. Sure, you don't need to like anyone, though, when you program your mind to think negative about others, socializing will be harder than it should be.

To avoid this, first, don’t follow negative thoughts about others. If negative thoughts show up, which can be natural when you used to do this for a long time, stop these thoughts and don’t build upon them. Try to find something positive, something you genuinely like about the other person. May it be a piece of clothing, the voice, an opinion, their odor—everything is good enough. Now focus on that positive feature you found and replace the negative thoughts. You will instantly feel the difference and you are much more eager to start a conversation.

2) Do something good for others.

I hope that doesn’t sound too cheesy or boy scoutish. Though, don’t worry is a pure egoistic thing. Helping others is the best possible way to develop a social mindset. And when I say help I don’t talk about saving lives or doing something heroic. Simple things are enough. Holding the door open for someone, paying the coffee for the person standing behind you in the coffee shop or having a few nice words for someone who seems cheerless will be enough. Small things are enough but will have a huge impact on your social mindset.

Helping others sounds like being a good Samaritan but not like a bad boy. Right, at least superficially. Don’t forget a bad boy isn’t sexy and desirable because he has poor ethics and a foul character. It’s rather the opposite. A bad boy combines social intelligence and selected kindness with elements of rebelliousness, danger, and autonomy. So don’t shy away from helping others. You will be surprised how this alone will boost your confidence and people skills.

Finally, communicating with strangers should become the default setting of your mind. When socializing becomes your second nature you won’t feel odd when you approach a woman and in turn it won’t feel strange to her as well.

Secret 6: Anticipate Success

Our mind is an anticipation machine. We always anticipate a possible outcome of a situation before it even happens. This preview can harm your success with women if you let it run on autopilot. The human mind is programmed to anticipate a negative result and especially the nice guy's mind is trained to forecast the worst scenario possible.

If you see a woman you would like to approach what's the first picture your mind gives you? Do you see her reacting positively to your approach? Do you see her smiling and giggling? Do you see yourself on a date with her or kissing her? If so, you might don't have much difficulty with approaching girls. However, normally we don't have such positive previews when we think about walking over to a woman, right? Every time I wanted to approach a woman my mind provided me with horror sceneries. I saw me getting laughed at and ridiculed and thought that everyone would look at me with a pitiful smile. Of course, if you have such a negative picture in your mind talking to women becomes something horrific.

And guess what, a negative preview of the situation will lead to anxiety, sweaty palms, shaky knees, a thin voice, and every other thing that hinders us acting confidently around hot women.

Negative forecasting is worse when it happens in specific situations, but it can be disastrous on an identity level. If you believe you aren't good with women or don't deserve being with hot girls, this is a burden on your way to success with women.

Let's get a little psychological for a moment and see how negative anticipation on an identity level can ruin your chances with women. The human mind is constantly seeking for congruency. In other words, your beliefs and anticipations will form a certain reality—your reality. We all may live in on the same planet, but all of us have subjective realities. If you anticipate that you are not interesting and

women will find you boring this very expectation will become part of your reality. Your expectation will become like a filter and you will start seeing everything through this filter. Due to the need of consistency you will interpret everything around you so that it is in alignment with your internal anticipation. If you believe that women find you boring it's likely that you will interpret all of her reactions that particular way. You will be scared if she yawns because you think you are too boring for her. If you've created a deprecating reality for yourself and you anticipate failure it's like that you will reap failure.

Even if this sounds highly philosophical it isn't hard to understand. Don't let reality just happen to you—choose your reality. Create a beneficial reality through positive anticipations and expectations. If you change your reality and your beliefs your outlook on life will change as well and therewith your result with women.

Before others will see you as a great man you need to see yourself as a great man first. Others will see in yourself what you see in yourself. I hope this doesn't sound too magical, but your beliefs you hold about yourself and your expectation tell people how they should treat you. If you anticipate that you don't have any chance with a particular hot woman she won't give you a chance. You will unconsciously behave in a way that will communicate her that you don't deserve a chance with her to make the reality congruent to your beliefs. Your beliefs about the reality will become reality.

A bad boy knows that he needs to take responsibility for his reality and beliefs. And to end this chapter, here are some words from Hank's treasure chest of quotes.
Reality is what YOU make of it.

Secret 7: Love Your Failure … and Then Get Rid of Them

What is failure for you? Getting rejected, not kissing her at the first date? Anyway, I don't want to be negative but you will fail from time to time. Failure is a part of life and whatever you do failing can be the result. Though, the nice guy, or average man, has a different perspective on failure than the bad boy. If you want to become good with women you will need to learn to deal with failure. I show you the perspective of a bad boy on failure and how you can turn the fear of failure into motivation.

1) Accept failure as a necessary part of the journey.

Nothing you ever started or tried in your life went smoothly all the time. A bad boy knows that failure is inevitable when you want to leave average land and go for what you really want. Remember your first ride on the bike. You may fell down here and there, got some scrapes but you stood, shook up the dust and jumped on the bike again. Failure is the Siamese twin of success—so accept to fail.

2) You will recover from failure much faster than you think.

We often avoid doing things we should do because we think that if we fail we will suffer a long time from it. Though, this is a cognitive bias which in psychology is called the impact bias. It basically describes the tendency to overestimate the intensity and the duration of a negative event. We tend to think that if X or Y happens the emotional pain will be intense and long-lasting while in most cases negative emotions don't peak as high as estimated and decline much faster than expected. I hope you see why knowing this is important on your way to becoming a badass with women. In the process of getting good

with women, there will be a lot potential to fail and if you are not aware of the impact bias you will likely miss many chances because you think that you will not be able recover from failure.

3) Nobody cares about your failure.

Ever didn't approach a woman you were interested in because you feared to look like an idiot if you get rejected? If yes, you are in good company, if no, stop lying. Humans by nature have the urge to appear in the best light even among total strangers. We somehow do care what strangers, that we will never see again, think about us. We don't approach the girl on the street when we think others are watching. We are victims of the spotlight effect. The spotlight effect is another cognitive bias if you will so. It distorts our perception in a way that we overestimate our impact on the lives of others. We think that others (especially strangers) care about us much more than they actually do.

In our evolutionary background, we never developed a mental concept of anonymity because humans used to live in small tribes that didn't allow anonymity. This program of the evolutionary autopilot can harm you big way if you avoid talking to girls because of your social environment. Bad boys know that people are much more ignorant to what you are doing then you think. You are not the center of attention and not every stranger cares about whether you approach the girl or not. Others just don't care about you. This sounds hard, but it also relieves you from the self-made social pressure. And even if they see you approach, why should you care about them. They are strangers why should you give them power over your life? Even when they see you getting an apocalyptic rejection they won't think about it much. They have their own shit going and own lives to live. And if they really enjoying your rejection than what kind of life do they lead?

4) View failure as a source of wisdom.

All great men went through the school of failure. Even if it's painful to fail you will get invaluable lessons. Failure is a better teacher than success. Those who never failed have never really tried. What do you think would be a better life? A life full of action and failure or a life of regret because you have never really tried? I don't know about you but I, without a doubt, would say trying and failing is damn much better than spending life on the safe side. Men who are successful with women don't fail less than unsuccessful men, but they learn more.

5) Put failing in the right perspective.

The pain of failing will not last that long, but the lesson you get are valuable for the rest of your life. Free yourself from the burden to believe that failure means weakness or being a loser. That's not what it is. Not everything will go smoothly from the beginning and as on every road there will be stumbling blocks and you going to struggle here and there. But at the end what does a single setback mean in the path of your life? Keep the journey in your mind not the single moment of failure. In the end, it's not what you get that shapes you as a man but what you do.

6) Don't identify with your failures.

That's maybe the most important when it comes to failure management. Nice guys tend to identify with their failures and so their inability becomes who they are. They think they are a failure and form an identity for themselves which makes them view them as someone who fails with women. If you get a bruise when you do sports you wouldn't identify with your injury, right? You wouldn't say I'm a guy who gets injured when I do sports, would you? The bruise is a part of you, something that happened along your sportive activity. The same way failure with women may it be rejection, flaking, being ditched, are things that happen along the way of becoming successful. Don't make this a part of your identity. A musician who plays a

wrong note here and there can still be a great musician. Identify with your goal to become the man you want to be and not with your failures or successes.

The bad boy failure mindset in a nutshell
1) Accept that you fail – It's part of the process
2) The pain of failure is only temporary – It declines fast
3) Nobody cares if you fail – Others fail as much as you do
4) Take the lesson – See failure as your guide
5) Focus on the whole journey – Setbacks are only temporary
6) You are not your failure – Don't make an identity of your setbacks.

Secret 8: Discover Your Motivation Style

When you can't motivate yourself to take action again and again you won't make it far with having success with women and in life, in general. Motivation is key when it comes to changing your life. Though, people are motivated in different ways. Fortunately, motivation can be broken down into two separate mechanisms. Most people are either drawn to an achievement or motivated by avoiding pain. Gain more or avoid loss—these are the basic two. Sure, we all are motivated by both sources, though one is usually more dominant than the other.

Positive Motivation

Therefore, it's crucial to know what your basic motivation is so that you can make use of it. Being motivated by gain is called positive motivation. If you are majorly driven by gain you are a positive motivation type. Positive motivation is when you do something because you want a reward. For example, if you learn for a test because you want a good mark so that others will admire you or that you increase your chance to go to a better university.

Negative Motivation

On the other hand, negative motivation is driven by the need to avoid pain or loss. People who are the negative motivation type fear a certain outcome they want to avoid. To use our example again, negative motivation would be when you want to get a good mark because you don't want to get trouble with your teacher or parents or to avoid getting ridiculed by others. Avoiding a negative outcome is the major concern of the negative motivation type.

What type am I?

First, to avoid a wrong interpretation, the term "negative" motivation doesn't mean that this kind of motivation is inferior to the positive

style. Both styles can work equally well, negative in this case, only means that avoidance is more important than achievement.

As you read the example above you might already feel slightly more familiar with one of the two styles. A good way to get more clarity about your motivational style is to imagine two scenarios. Both scenarios start with you seeing an attractive woman you want to approach.

In the first scenario imagine what positive outcomes could happen when you would have the balls to walk over to her. Imagine the two of you having a hilarious conversation, imagine her laughing and having the time of her life. Vision yourself kissing her and imagine everything you want to do with her. Further, envision how confident you will feel when you have the courage to do it and how your friends will envy you.

Now the second scenario. Imagine what negative outcomes could occur if you don't get to know her. Imagine you lying in your bed at night alone full of regret that you didn't take your chance to meet a super-cute girl. Imagine that some other man approaches her and gets everything you wanted. Think about how your life will be when you don't take action. See yourself spending your life in loneliness and desperation.

Obviously the first scenario is the positive motivation and the second describes negative motivation. Now take a little time and feel in you to see if you can sense which of the two stories resonates more with you.

I definitely respond more to negative motivation. The thought that I'm responsible for the man I'm going to be in the future and that I don't want to spend my life in regret does it for me most of the time. Figure out what triggers you to take action. If you find a vision, thought, or claim that works for you, straining your willpower to meet girls will become superfluous.

Bad boys don’t necessarily have more willpower than nice guys they just know how to motivate themselves. And that’s up to you now. You need to find your own motivation triggers. For me imagining myself looking in the mirror into the eyes of a man who lost respect for himself and who is full of regret is a scary future that I want to avoid at all cost. This is clearly a negative motivation pattern, though again find out what works for you.

Secret 9: Stand By Your Sexuality

In my nice guy times, I constantly tried to hide my sexual intent when I was talking with an attractive woman. The thought that she could sense that I had sexual feelings for her mad me feel totally uneasy. It somehow felt wrong to pursue a woman sexually and in my nice guy mind I thought women would be offended when she would know how I really felt.

Society taught us that we should treat women with the utmost respect and never as a sexual object, right? And I agree women should be treated with the same respect you claim for yourself. Though, desexualizing might have gone too far. Not being totally in connection with the own raw sexual instincts is common in nice guys. Showing sexual interest has become something guilty or even impolite for men.

However, women are sexual beings just as you and what I say next will enrage all hardcore feminists and I might get some… let me say it gently, unfriendly emails. Anyway, I hazard the consequences.

So here it is. ***Women DON'T want to be reduced to their personalities only.***

Sure women like it when you care for them as a person and I in no way advice to see women as a walking vagina, that's not what I'm talking about. Though, every man who is good with women understands that a woman wants to be seen as a sexual being. ***If a woman senses that you are not comfortable with your own or her sexuality she will not consider you as a man for her. Accept your sexuality as something natural that is a part of your being and start seeing women as sexual beings again.***

Secret 10: Master the Fear of Rejection

Hey Hank, I bought your book because I though you teach me how to get tons of women on my lap without ever getting rejected. If this was your hope with this book than I have to disappoint you big way. You better return this book, take a tissue and cry. Anyway, I actually don't think that you are the type of guy who wants the prize without the work. You are not a spoiled brat, are you? I will tell you why rejection isn't a burden and how it will help you to become a more mature man. Are you ready?

The fear of rejection is doubtlessly the most common and most talked about fear men have in the whole journey of becoming better with women. However, approaching and, therefore, risking a rejection is inevitable. If you had the hope that I teach you some black magic that makes women jump on your dick without ever approaching, I need to disappoint you. Sorry. Though, I will teach you how you can deal with your anxiety of getting rejected.

Facts about the fear of rejection

1) The fear of getting rejected is normal and not a sign of weakness or lack of confidence. Only psychopaths and total weirdos don't fear rejection. Dozens of psychological studies have shown that humans respond very sensitive to social exclusion. Brain imaging studies even found that social rejection elicits activity in the area that is responsible for physical pain. In other words, our body thinks we get harmed when we receive a rejection. Therefore, it's easy to understand why we fear rejection. Humans are specialized in pain avoiding and fear is a response that should hold us back from doing something that could cause pain.

Though, over the course of our evolution we became hypersensitive towards pain and the according fear response. Our fear mechanism warns us whenever the slightest chance of pain could occur according to the motto too much fear is

better than once too less. This is why approach anxiety is the most widespread topic among men who want to get better with women.

2) The fear of rejection will never go away completely. The fear of social rejection will never diminish entirely and that's nothing bad. I don't know a single man, no matter how good he is with women, who doesn't feel at least a little uncomfortable when approaching a woman. It's not the aim to eliminate rejection anxiety completely but to teach you how you can handle it. Trying to eliminate the fear of rejection is as useless and unnecessary as trying to eliminate the urge to visit the toilet. Rejection fear is too engraved in our mind the same way we are hard-wired to fear loss. So this is what you need to get. Bad boys don't have less anxiety than you, they just have learned how to handle it. And you will learn it too.

How to Deal With the Fear of Rejection

1) Accept your fear.

That sound counterproductive I know. Though, it just doesn't make any sense to fight your natural fear. We talked about acceptance before but I need to bring it up again because it's just so important on your journey. Accept the fear of rejection as a part of your being and as a sign of healthy mental functioning. However, accepting your fear doesn't mean that it should take control over your life. Accepting isn't the same as giving up. Acceptance is just a better starting point to handle your fear. The same way, you can't fight your urge to pee, but you can handle it so you can live with it. Know that you can handle your fear of rejection and accept it as a part of the process.

2) Rejection won't affect you as much as you think.

We touched this earlier already. We overestimate the intensity and duration of negative events. Our affective forecasting is hypersensitive and mostly inaccurate. You might think that you will never recover from rejection and that you will be down for months. This is a rather natural assumption especially for guys who don't get rejected on a regular basis. If you don't get rejected, though, and just think about it how it going to be when a woman rejects you, you will live in a self-made reality. A reality that is formed by your beliefs but lacks any real experiential backup. These nice guy realities will strengthen the fear of rejection further. So when you start getting real rejections you will replace your immature "reality" with "real" reality. Who never got rejected shouldn't even spend a single thought about how it feels getting rejected. Whatever you do don't overestimate the negative impact of rejection of on your mood.

3) Rejection has nothing to do with you.

All too often when a woman rejects you it has nothing to do with you. There are dozens and even hundreds of reason a woman rejects a man and most of the reasons have nothing to do with you, but rather with her. Since women don't evaluate male's mating value by sheer appearance you won't have much value when you approach her and so it will be easy for her to reject you for any reason.

Think about it this way. Let's say you are in a very bad mood, your day sucks and you feel sick. Now a hot woman hits on you. Even if you don't feel well you wouldn`t reject her because she has high mating value (telegraphed by her looks) and it would feel like a loss if you'd send her away. For women, this is different. If she is in a bad mood or feels ill you will get rejected. A clash with her best friend, trouble at work, no time for makeup in the morning, a failed exam, obstipation and many more reasons can cause a rejection and none of these has to do with you as a person. You just

can’t know what’s going on in her life at the time that makes her unreceptive for any romantic attempts.

Don’t refer rejection to your person because you just don’t know what’s going on with her. Sure, you should do you best to have a solid approach (more on that later) and you can improve your approach further, but sometimes the best approach in the world wouldn’t be successful. Sometimes the approach is so amateurish that she needs to reject the man, but in many cases it hasn’t to do anything with the man.

4) You check her out not the other way around.

Most men look as if they would go to their own execution when they walk over to a girl. They approach with the idea in mind that they introduce themselves in order to get evaluated by the woman. Not hard to guess that thinking like that will ramp up the nervousness because they think they are in a testing situation where they present themselves and fearfully await the judgment of the woman. With this mindset, approach anxiety and the fear of rejection is inevitable. No wonder that the conversation will be stiff and unnatural. Nobody feels on ease when they expect to be judged, right?

Now, to avoid this try to adopt a different mindset. Don’t approach with the idea that you will be getting judged, but rather that you are about to judge her. Of course, judging isn’t my favorite term her. I would say that you walk over to her to see how she is and if you like her. If she responds rude or ignorant to your approach (assuming it is a proper approach) don’t get upset and be glad instead. You found out that she isn’t the type of woman you want to hang out with. You saved a lot of time and effort and you can focus on finding another woman who isn’t socially retarded. Next her.

5) She can’t reject you.

Actually, you can’t get rejected because she doesn’t know you at all. The only thing she knows about you might be your looks and your opening line. And if she rejects you that’s the only thing she can reject. Make a mind shift. A shift from “I got rejected” to “She spoiled her chance to meet a great guy like me”. Wait Hank, isn’t that self-delusion? Ok, I see your objection. Though, it’s not about you because she doesn’t know you at all. How can you say that something isn’t your taste if you never have tasted it? In the end, it’s your decision in which reality you want to live. In my reality, every woman who doesn’t want to talk to me has wasted a chance to get to know a great man. This reality is as good as any other.

If you think it’s unrealistic that every woman makes a mistake if she rejects me then let me tell you that believing that there is something wrong with you when you get rejected is equally unrealistic for me. However, my reality is encouraging and fosters my well-being while yours is deprecating. If you once love your life and the person you are thinking that every woman acts moronic when she rejects you becomes very realistic, believe me. If you are not there yet, don’t worry, you will become someone who loves his life when you keep developing yourself.

6) Handle fear with the right type of motivation.

As you’ve learned before your motivational style is important to keep you going. When the fear of rejection attacks you and tries to hold you back knowing your major motivational style can help you with handling your fear like a bad boy.

When you are in a situation you want to approach a woman you are interested in, lead your thoughts to visions of certain

outcomes depending on your main motivation style. If you are motivated by gain picture the great time you will have with her when you make it to approach her. If you are the negative motivation type think about the great chance you are going to miss and how your older you will accuse you because you didn't take your chance.

Use motivational claims whenever you feel overwhelmed by fear. A positive motivational claim could be "Those who take action will reap success", an example for a negative motivation would be "Regret burns longer than rejection". Find you own claims that work for you according to your motivational style.

7) Don't anticipate rejection.

We've talked about that before, but this is key for reducing the fear of rejection. If you expect to get rejected your mind will switch into panic mode. For the mind, rejection is equivalent to physical pain and of course, your mind will do everything to avoid pain. Therefore, the whole cascade of anxiety will be initiated and it all starts with a simple thought. The anticipation of rejection will either provoke actually getting rejected like a self-fulfilling prophecy or it will relegate you to passiveness. Don't assume to be rejected think success instead.

8) Rejection is better than regret.

Getting rejected is better than thinking about a wasted opportunity, that's my view on it and it always held true. I really got rejected a lot in my life, but, believe me, I can't remember those rejections anymore. There is only a handful that I can remember because they were either very harsh or totally funny. Though, what follows me are all the opportunities I have wasted because I couldn't handle my fear. I think regret is the worst disease when you get old. I

wouldn’t consider myself as old being in my early thirties, though I already feel how wasted opportunities transform into regret and how this burden sums up on my shoulders. And even if this sounds stupid but I would exchange all my regrets about missed chances for rejection if I could.

Ok, wait a second I’m not a bitter old man who talks pitiful about his life. I just want to tell you that rejection might hurt in the moment but not taking your chances will hurt on your deathbed. If you are still young you might not know what I’m talking about then listen to uncle Hank and don’t let your chances pass by without doing something. If you are older stop adding more regret in your bio. ***At the end of your life rejection will no longer hurt, though missed opportunities will. Rejection is better than regret—what a good claim.***

Secret 11: Success is a Wave Success

isn't a linear progress. On the way to success with women, you will celebrate great wins, devastating setbacks, and frustrating plateaus. I'm not telling you because I want to demotivate you I just thought you will need to know this. All successful men went through the course of success and realized that it's not a constant up. Since the way to success is rugged you will fall down from time to time.

Sometimes it will feel that you crawl instead of walk towards your goal. I'm just telling you this because the unawareness of the way success works made many men give up and settle for a fraction of what they would have been able to achieve. Many good men before you quit their journey, whether with women or any other goal and decided to spend their lives in quiet desperation and regrets. I don't want that happening to you.

So I hope you see why it is crucial to know that success comes in waves. Sometimes you will feel that you are even doing worse than the week before. If that happens don't lose your cool that's rather normal and happens to anyone. If you measure your success don't focus on a single day or week. Take a longer time into consideration and see what you have accomplished. When you look back half a year you will have much more valid information about your progress. When evaluating success always remember where you are coming from. As long as the trend shows the right direction everything is fine. Don't be harsh with yourself when you face temporary setbacks. Focus on long-term progress and see yourself moving towards the person you want to become once.

11 Attraction Secrets

In this section, you will learn 11 concrete attraction secrets bad boys use to arouse women. In the last section you've learned how you can get your inner issues fixed and in the following chapters I give you some concepts, tools, and exercises you can use to become a more attractive man.

When you've laid a solid fundament meaning having your inner issues fixed women will react to you differently, anyway. Though, with the right "how" you will progress much faster. You will learn what triggers attraction and what kills it. If you don't know how to trigger that irresistible feeling in a woman you are lost in the field. Women are deprived of the feeling of attraction towards a "real" man because most men aren't able to spark this kind of emotion in her nowadays. I will show you how you can interact with women so that she will perceive you as a man instead of as an irrelevant little boy.

Attraction skills in combination with solid inner confidence will get you from crying yourself to sleep every night to being able to choose the women you want to spend your night with.

Some of the secrets are simple—almost too simple to be taken serious—though, the importance of these techniques is tremendous. Attracting women is not rocket science but if you fail on the "basics" no fancy technique could make a change. If you get all the basics down that you will learn in this section your issues with women will be a thing of the past.

Secret 12: Attraction Triggers

1) Unpredictability

An aura of unpredictability where she doesn't know what happens next is attractive. It creates an air of mystery. Humans, in general, feel drawn to novel and uncommon things. If she can predict what you will do next the interaction will likely drift to boring. Predictability is the opposite of interesting. Most dates are boring because most nice guys follow the usual pattern. For instance, don't tell her where you will go. Ask interesting questions that aren't the standard date questionnaire. Small things count. Though, don't go too far with unpredictability—it needs to be relatable.

2) Confidence

If you ask any woman to name three things that are indispensable for an attractive man you will definitely hear confidence among many different other things. Women around the world agree that confidence is one of the most attractive traits a man can have. Confidence means that you know who you are and that you stand by your standards. Be unapologetic about your personality and believe in your success. Sure there is much more to confidence than I can describe in this brief paragraph, therefore, everything you will learn in this book is to some extent related to becoming more confident.

3) Composure

A Laid-back attitude shows a woman that you can handle stressful situations and keep your calm when things get tough. Calmness is also a sign that you have leadership qualities. If you lose your composure when the slightest obstacle shows up you will communicate her that you can't handle the challenges of life. Your composure will make her feel secure and she can relax when you are around.

4) Dominance

A man who knows what he wants and goes for it is attractive. Submissive man won't get far with women. You can observe this in primate tribes like chimpanzees as well. The more dominant males get the females. Though, dominance is not the same as domineering. Don't force your will at her on all cost that's not what dominance is about.

5) Playful Attitude

Everyone loves to have fun and you can bet your ass that women will do everything to hang out with a man who is fun. Don't take yourself or her response too serious. Flirting and attraction are closely connected to lightheartedness and a hilarious spirit. Don't discuss hard to digest topics and don't engage in a dispute with her. Nice guys often have their problems with playfulness because they over-analyze everything. Nice guys are stuck in their head and can't just let go and surrender to the moment.

6) Kind & Caring

Bad boys aren't successful with women because they are mean jerks. Contrariwise bad boys have a filed sense of social adaptation. The difference to the nice guy is that an attractive man doesn't use kindness as a means to be liked. If kindness comes from a place of insecurity and manipulation to seek approval you will appear as a wimp. Women find it attractive when a man cares about his loved ones. Show her that you care about your friends when you can.

7) Expertise

Expertise communicates that you have passion and that you are willing to invest in something. It shows your endurance and maturity to care for something that is important to you. Don't be arrogant about your knowledge and suppress your need to show off.

8) Rebelliousness & Danger

Rebelliousness and danger are core elements of the bad boy aura. For whatever reason, women are attracted to rebels. To be rebellious, you don't need to go criminal and you don't have to risk your life to appear dangerous. Small signs of nonconformity are enough. Your style or haircut or simply doing things your way. Just show her that you are adventures. If she can picture herself going on an adventure with you, there is nothing more you need.

9) Decisiveness

Be decisive and take your own decision. Men who constantly refer to others to make decisions aren't very attractive in the eyes of women. Decisiveness is a sign that you can take responsibility and will go your way whatever there comes. Asking her what to do next is counterproductive and will only put pressure on her. If she doesn't like your decisions she will tell you.

10) Humor

Everyone loves to laugh. If you can make her laugh (not at your cost) she will forget about your possible shortcomings. You don't need to be a professional stand-up comedian, just learn about the basic structure of humor. Watch comedies and sitcoms to learn how humor works.

11) Outcome Independence

Having a clear intent is great and will help you big way. However, if your self-esteem is dependent on women you will get nervous every time you talk to a woman. Make it your goal to open a conversation and to be the best man you can be. ***Don't try to get something but rather give her a good time and create an experience that the both of you like to remember***. Be indifferent towards her reaction, the only thing

that is important at that stage is your action. Being dependent of a certain outcome will put you under pressure. Every outcome is ok as long as you take action.

Secret 13: Attraction Killers

In the last chapter, we talked about how you will spark attraction in her. Though, you not only need to know how you turn her on you also need to avoid major turn offs that kill your chances to go further with a woman. Most nice guys do one or all of these attraction killers and force women to give them a hard time. For you it will be easy to avoid these spoilers once you know them. However, to eradicate these behaviors you need to be honest with you and admit if you suffer from one or all of these behaviors.

1) Neediness

Maybe the number 1 spoiler in every interaction is being needy. Neediness communicates better than anything else that you are insecure and immature. Being needy shifts the power to the woman and even if this doesn't sound that bad, believe me, women hate it when they can win power over a man easily. Everybody wants to be wanted, but nobody wants to be needed.

How to overcome neediness? Fear of losing her originates from the errant thought that you "own" her. Just because you've invested in her (time, energy etc.) and she responded positively your mind shifts into anxiety mode. If you think you could lose something when she would ditch you everything you do will automatically come from a place of fear and insecurity. You might had a sparkling conversation with her, got her number, called her and so on. You've moved along the way towards sex with her and now you fear that you could lose everything you've invested in her so far. This fear is the root of all neediness and clingy behavior. And if this way of thinking is once being rooted in your mind the spiral only goes downward.

2) Approval seeking

Approval seeking means that you are constantly looking for other people's approval. It's a form of dependency which doubtlessly puts you in an inferior position. By seeking

approval, you directly communicate that you don't trust your own opinion. And if you don't trust yourself others won't either. If you seek others approval constantly you will lose the respect of the women and not to mention her attraction. Symptoms of approval seeking are manifold, but the most

common ones are:

- Telling her what you think she wants to hear
- Changing your opinion when she disagrees
- Referring to others to know what's the right thing to do
- Avoiding conflicts to avoid upsetting her

Men who have women flocking to them never seek approval. They don't need others' approval because they have their own reference system. Whenever you detect that you seek for her approval stop yourself, take a step back and remember that, as counterintuitive it may sound, the more approval you seek the less approval you will get. That's a dead-sure rule of human interactions.

3) Clinginess

What's the natural reaction when someone chases you? Right, you run away. Clinginess or being overly pushy will only make her seek distance and in worst case your neediness forces her directly into the arms of another (non-needy)man. Clinginess often symptomizes in the following:

- Calling her too often
- Doing her too many favors
- Paying her stuff
- Putting her under pressure to see her

Give her space and the opportunity to come to you. Show her that you have an own life that is important to you. The best way to let her know that you have a real life besides her is to actually have a real

life. More on that later when we talk about how you develop a kick-ass lifestyle that naturally draws women to you.

4) Being too serious

Cindy Lauper hit the nail on the head with her song “Girls just want to have fun”. Many nice guys take dating and courtship way too serious. You don’t need to be a dancing monkey, but when being too serious during your interactions you will have a hard time to make her open up to you. See dating as fun and establish a playful attitude. Fun is a natural attraction elevator and especially in night club-like environments seriousness won’t be pretty appreciated. What makes guys overserious might be the fear that every wrong word could make them lose the girl. Therefore, they try to play it safe and don’t go all out. ***Being too serious is the opposite of being flirty. Enjoy yourself and the situation and you will be a fun company anyway.***

5) Being inauthentic

Women will detect if you are not congruent to what feel. They can read your mind if you will so. Trying hard to come across as cool for instance, will come across as unnatural and she will not trust you. It’s ok to be a little nervous though it’s not ok to override it with artificial coolness. Be true to what you feel and don’t play James Bond.

Secret 14: Read Her Signs of Interest

Not being aware when a woman shows her interest might be one of the main reasons nice guys aren't successful with women. If it once comes so far that a woman is sexually interested in a nice guy then he likely spoils it because he doesn't recognize her interest and lets the chance to be with her pass by. As I look back at my nice guy times I have to confess that I fucked up many chances with great women (slap in my face) because I just didn't know that she was interested.

When a woman is interested in a man she rarely communicates it in a direct way. Women, in general, are rather coy in communicating sexual interest. This might be due to the general female fear to come across as easy to have. Scientific studies found that the fear of appearing promiscuous is a cross-cultural phenomenon and strongly influences women's sexual behavior. Other studies found that men find chastity valuable in women and disapprove a high number of sex partners (at least when looking for a long-term partner).

Another interesting study found that men and women use different verbal strategies when they insult a member of the same sex. While men tend to insult other men by referring to a lack of courage (coward, sissy), physical strength (wimp, wuss) or other attributes that are connected to a lack of manliness, women aim to address the sexual behavior of their rival. Swearwords like bitch, slut or whore aim to lower the rival's value by emphasizing their promiscuity.

Have you ever heard a man trying to insult another man with referring to his great number of sexual experiences? Would you be offended when so eone calls you a womanizer, Casanova or pimp? Slut, whore, bitch (I like it to use swearwords for educational purpose) indicate a promiscuous lifestyle and a high number of sex partners which men find unattractive in women. Women might not be fully aware of that fact, but they at least sense that having a lot of men could harm their reputation. Social conditioning and the media

provide their part to establish a moral double standard. Men are free to have many sex partners and are even praised for it while women are meant to be chaste.

Anyway, this is not the right book to discuss this topic, though the important lesson here is that women want to maintain a reputation of sexual reservation. So what has this to do with our topic? Good question. See, if women try to avoid any label of promiscuity they will be more cautious to show sexual interest in an aggressive manner. Especially in public places like a bar or a night club many women will be very subtle when showing sexual interest.

That brings us back to the main problem that nice guys don't recognize the green light to move on. A woman, especially if she is hot and, therefore, has a lot of experiences with men hitting on her, expects a man to know the signals and to take the interaction along. When you are on a date with a girl she will give you hints that the time has come to make your move if she is into you. As revealed in a previous chapter, you are the one to take the lead. Of course, you will feel much more comfortable to take the next step when you know the signs. Here are the most common signs that she is into you.

Looking in your eyes frequently

Maintained eye contact is a good sign. Seeking eye contact clearly indicates that the other person is somewhat interested. Especially for women eye contact is a means of increasing intimacy. With our eyes, we control what we consume visually. If we like something we look at it more often.

Glancing at your mouth

If her gaze wanders to your mouth it's likely that she thinks about how it would be kissing you. If this happens more and more frequently during your interaction she might be ready for a kiss.

Laughing at your jokes (even if they are not that funny)

There are two different reasons we laugh. First, when something is funny, that's not surprising, right. Though, laughing is not only a reaction to wit, it's also a measure of establishing a relationship. Laughing indicates that we are on ease in a situation. Think about it, can you laugh when you are angry, tensed, nervous or anxious? Smile and laughter are good signs that you are doing fine. Laughter is further an expression of trust, affection and sympathy. People commonly refuse to smile at or laugh with someone they don't like.

Touching "accidentally"

A touch of a woman is likely more meaningful than you think. Women are very aware of whom they "accidentally" touch. Women are really careful about avoiding to touch someone they don't like. If she strikes your arm when she walks by or your hands meet when you walk next to her she might try to telegraph her interest. Sure, there is always touch that is merely an accident and has no further meaning, but that's maybe less often the case as you might think.

Asking questions

Asking questions, especially in initial encounters, is a means to continue your chat. If she asks personal things it's even better. Sometimes you will feel like answering a questionnaire when she really likes you and don't want to let you go.

Highlighting beauty indicators

Since women attract men (at least initially) through physical attribute she will highlight her beauty to men she is attracted to. Playing with her hair is probably the most common and well-known sign of female interest. Showing her neck is and moisturizing her lips are also indicators of interest. Everything she does to foster her beauty

(putting on makeup or perfume etc.) should be a good sign that she feels some affection for you. If you meet her to hang out and she is dressed more provocative, put on more makeup and used more fragrance as usual she might want to tell you that now it’s your turn to make things happen.

Since women expect that you start the physical escalation you will need to know when a woman is ready to take the next step with you. Missing her signs of interest will likely end in losing the woman for good. Many women won’t accept it when a man either doesn’t notice her interest or lacks balls to act accordingly. Now you know how women communicate their interest and so you can spare yourself a lot of missed opportunities.

Secret 15: Communicate Interest the Bad Boy Way

Even if a man is able to start a conversation and mastered sparking attraction in her the whole interaction is prone to fail if he doesn't know how to lead things further. At a certain point in your interaction, you will need to communicate that you are interested in her. That's a big problem for nice guys. They either communicate interest in an unattractive way or not at all. This will either cause the woman to lose attraction or the nice guy will be banned into the friend zone. In this chapter, you will learn the common but backfiring way to communicate interest and the bad boy way to do it.

Interactions that have a certain intention need to be taken on the next level at some point. Depending on what the aim of the interaction is certain steps need to be taken. In a sales conversation, there is a time for the pitch. If a fundraiser approaches you on the street he or she might small talk with you for a while, but at some point they will ask you to listen to their message and further down the road they will ask you to sign up. For our purpose the goal is to attract and seduce the woman, that's why you are reading this, right? So your intention is to take it to the next level which is to make the interaction sexual.

What most nice guys do now is that they ask the woman for permission to get physical. Asking for permission can be done in different ways, but none of these ways are recommendable.

Here is the most common nice guy move that usually makes things worse.

Shyly asking "Can I kiss you?" or "Do you like me?" or "I really like you". This is a super-weak move and indicates that you are not man enough for her. In most cases, women will find this highly unattractive and she might even lose her attraction for you entirely. Asking for permission to get physical sounds like a safe method that

respects the boundaries of a woman. Though, in this case playing it safe, isn't the proper choice. Don't get me wrong, asking a woman if you can kiss her can work well if done attractively, but most men, and definitely nice guys do it in a weak way. The question doesn't come from a confident, playful place, but rather from an insecure noclue background. Therefore, permission seeking isn't the best choice.

How you communicate interest the bad boy way?

In best case, your interaction is sexual from the get-go. Making a conversation sexual can be done in different ways, either verbally or physically.

Verbally

Early on you keep it more subtle by joking about sexual topics. In a playful interaction, you can simply ask her about her favorite food. Whatever she answers you say "Ok, it seems you really like [the food). Would you rather resign [the food] or sex for one year?" This is a very simple way to lead the conversation in a sexual direction without being too aggressive. From there you can go deeper into the sex-topic if she feels comfortable with it.

Another example for verbal sexualization is to scan your environment for a funny or strange looking couple (they don't need to be a couple, a man and a woman standing or sitting next to each other are enough). You point at them and ask her "Do you think they have sex with each other?" Depending on her reaction you get a hint if she is comfortable talking with you about sexual topics which would be a good sign.

These are just two examples how you subtly make a conversation sexual. I'm sure you will come up with better lines to switch the conversation to a sexual topic. You can use these lines, but in my

eyes it’s always better to come up with your own way that makes you more authentic. You got the principle and the rest is up to your creativity.

Another verbal and classic way to communicate interest is compliments. Though, compliments are like brain surgeries, if you don’t know what you do you likely mess it up big way. The three nice guy faults with compliments are giving a) too many, b) the wrong ones, and c) with the wrong intention.

a) Imagine compliments as steaks. The first is great, the second is ok, from there you only get sick and tired of it. Sure, there is no exact number of compliments you should give, no formula like one compliment for every 30 minutes of interaction, but too less are generally better than too many.

b) Simplified, compliments can be directed to her beauty, personality or her achievements. Most guys only compliment her physical attractiveness probably because this is the most obvious and also what they are interested in most. Though, women and especially super-beautiful women know that they are hot. They probably have heard every compliment about her look you can imagine and you will only add a drop to the sea. Saying something about her personality is a better way to show interest. During your conversation, you will find out what she is proud of in her life, career, hobbies, achievements and so on. A wellplaced compliment about her life will be better than a canned and exchangeable line about her looks.

c) No matter how sophisticated the words are you choose for your compliment, delivered with the wrong intention your compliment will bounce off. Most nice guys use compliments because they think that’s the way to spark attraction. Compliments can ramp attraction that’s true, but when it comes from the wrong place it will harm instead of help. Compliments are often used as a manipulation

instrument in order to trick the woman into liking the man. Don't do that, if you know how attraction works you don't need manipulative compliments. Every compliment whether it's targeted at her beauty, personality or lifestyle needs to be genuine. That's the basic rule of complimenting. If you don't find anything you can genuinely compliment her on, you might better leave the conversation.

Physically

Making it sexual verbally is a good start, but that's not enough. At some point, you need to get physical. Getting physical is the real man's way to show interest. Most nice guys don't ever get physical with a woman and they pay their price for their lack of balls. Start your escalation early on in your interaction because having no physical contact and then suddenly going from 0 to 100 will feel strange to both of you. Start slightly with non-sexual touch. Shake her hand if appropriate, punch her on the shoulder when she's silly, or stroke her forearm when you emphasize something in your story. If she is easy with that you can step it up a bit. Hug her, or hold her hand for a bit longer, or bring your mouth close to her ear and whisper something.

The crucial thing is that you have to initiate the sexual contact. There might be exceptions, but in most cases women won't initiate physicality even they want it. It's an intimidating task, but it's your task. You have to take it a step further. The task of the woman is to set her boundaries. Most nice guys don't escalate because they think they will violate the woman's boundaries. However, communicating how far she wants to go is her task to do, not yours. You have to explore the boundaries and if she says no at a certain point you will stop and back off a bit.

A 'no' doesn't always mean that she doesn't want it. It only indicates that she is not ready yet. Let's say you try to kiss her and she turns her head away. You've reached her boundary and that's ok. Take a step back and relax. Most nice guys -if they ever have the balls to

kiss a woman–lose their cool when she doesn't respond as expected. They star to justify themselves, get nervous, don't know what to do next or even run off. Bad boys don't do any of that because they did what felt right to them, but the woman wasn't ready yet, and that's totally ok. Trying to kiss and getting turned down is better than not trying to kiss. If she leaves you after your failed kiss attempt it's likely not because you tried to kiss her but because you couldn't handle the situation of getting turned down. In my experience if you stay calm and just go on as if nothing happened after she rejected your kiss she will be fine with it. If she doesn't run off, everything is fine. You can try it later again. Back off, relax and go on. That's the basic rule when you reach any of her sexual boundaries.

To make it crystal clear, I'm against sexual violence and I would never encourage a man to do that. Any sexual force on women should be punished with every means of the law. Nonetheless, women can and will set their boundaries that you have to respect. It's just your task to explore where those boundaries are. Don't make the nice guy mistake and set the boundaries for her, you simply don't know how far she is willing to go with you.

Conclusion

To get the woman, you need to communicate your interest in her. The nice guy way to do that is likely to fail because it isn't in alignment with the female sexuality. Nice guys try to make her like them by saying that they like her. They think that the more she knows that I like her the more she will like me. That's not exactly how it works in the real world, right? Nice guys use compliments of gifts to indicate their interest, but you know it better now.

You can communicate your interest verbally through wellplaced compliments or physically through touch. Thereby it's crucial that you move thing further to sex. She will set her boundaries, not you. If

your attempt gets turned down that’s not the end you simply step back and try it again. Though, the worst thing you can do with communicating interest is not showing interest at all. This will buy you a one-way ticket to her friend zone.

Secret 16: Talk & LISTEN

You want to make your seduction as natural as possible for the reason that seduction is something natural. In interactions between two people, no matter in which context, it's natural that you either talk or the other person talks and you listen. For a conversation that leads somewhere, you need both elements. You need to convey something about you and you need to give her room to present herself.

Self-Disclosure

If you don't open up to her at all and the conversation is very superficial it's unlikely that you can build enough connection and trust. If she doesn't know anything about you always remain a stranger in her mind. To get her interested in you, she needs to know something about you besides your name and age. Opening up to a person is a sign of trust and intimacy but also a means to have intriguing conversations instead of trivial chats. Science found a strong relation of self-disclosure and being able to form relationships. People who disclose to others are more liked than those who don't.

Here is what you can do to open up to her which will spark attraction and will build a deeper connection.

Show emotions during your interaction

Not showing how you feel inside will make you appear inauthentic and unapproachable. She will have a hard time to trust you if you don't show any emotional reaction. Researchers found that people who show emotion by smiling during interaction were trusted more. Showing emotions gives you depth and invites her to open up as well. Emotions make us relatable. Use your facial expression your tone of voice to telegraph your candid feelings. No woman wants to have the feeling talking to a robot or someone who has no social experience.

Make it relatable

If you tell her something about you don't plainly present facts. Add some life to your stories and spice them up with details. Don't only tell her what you work, tell her why you chose that profession and what you like about it. If you are a teacher don't simply state that you teach. Add some personal details to the fact. You could say, "I really love teaching, you can have a real impact on those young minds. Children inspire me every day with their open-mindedness and lightheartedness." By telling it this way you've made an intriguing story from a simple fact. It gives her an impression about you besides that you work as a teacher. It gives you depth and telegraphs some emotions. That's how you open up the right way.

To build trust she needs to see you as a person not like a nobody from the club or bar. Further presenting yourself that way will give her the possibility to pick up on something you told her.

Here are some more examples how you can spice up your stories. If she asks what you do in your spare time tell her a story about what you love at your hobbies.

I enjoy riding my bike. It gives me a feeling of freedom. Since I cannot afford a Harley I'm easy riding with my bike. Sometimes I'm a little too risky so I think about taking a stuntman course just in case.

That's a much better story than plainly saying that you like to bicycle. I think you get the principle. So now it's time to come up with your own stories.

Give her room to express herself

The second important pillar of a sparkling conversation is to give her the opportunity to present her personality. If you miss this important part she will wonder why you pretend to be interested in her. When she isn't telling anything about herself why should you like her and

why should you want to go on a date with her. To build a connection to someone the other person needs to open up to you otherwise you only operate on a small talk level.

How do you make her open up?

The first way to make her opening up to you is to open up yourself. You can create an atmosphere where she will feel fine with opening up by opening up first. So when you disclose personal information like mentioned above, it will help you to she will be feeling safe to tell something personal about herself.

Secondly, be present. When you are present in a conversation you fully focus your attention on her. This is very appealing to her because people not only want to be heard but understood. So listen actively and respond to what she is saying by showing empathy. Pick up on topics that seem to be important to her.

Thirdly, ask her interesting questions. Question show that you are interested in what she has to say. Since women are very emotional creatures question that target the emotional side of what she says will work well to keep her engaged. Though, only ask questions when you are interested in the answer. Most women will sense whether you are genuinely interested or you just asking to keep the conversation going.

Secret 17: The Power of LEADING

Leaders get the girls. Though, when I talk about leaders I don't think of business ties-wearing managers, of course. Leading is a by nature an attractive trait because it communicates a lot of good things about you. If you are able to lead you will let her know that you are confident, decisive and able to take charge of the situation. These are very attractive traits.

Let's jump back in time. Eons ago every tribe needed individuals that took responsibility for the decisions of the group. In times where wrong decisions could cause death easily having good leadership qualities would have made you the alpha man of the pack. Leading is associated with social status and importance. And, of course, women always liked the man at the top of the social hierarchy.

Think about it this way. With whom would you rather go to war? An indecisive man who can't take decisions and wants others to decide what to do next or a man who is totally in charge of the situation? Whom would you rather have at your side when it gets serious?

We feel safe when we are with a decisive, leading person. Another reason you should be more dominant is that many women can't deal with too much responsibility and expect a man to put the responsibility on their shoulders. As men, we think that beautiful women are super confident at any time, but in truth hot women can be as insecure as men. If you are not dominant enough that she can feel relieved she might drop you because she fears that she needs to lead the interaction which means that she would need to face her insecurities.

What is the right way to lead?

Being decisive Lead a conversation. When you lead a conversation with a woman you decide the topics you are talking about. You choose the direction of the conversation. Interrupt threats that you

aren’t interested in or come up with new topics you want to talk about.

Lead the date. Decide where you meet up for your first date and what you do on your date. Take her to different locations and through the whole dating process, in general. What do you think is more attractive to women a man who says “So Susi, what do you like to do, should we go for a coffee or would

you rather do something sporty?” or a man who has concrete plans for the date?

Lead the escalation process. And, of course, you have to lead when it comes to getting physical. It’s very rare that women proactively initiate making out. That’s your job. Don’t get me wrong I understand that starting to make out is intriguing but there is no way around. Most guys wait of a dead-sure sign that she wants to get physical but most times they just wait for too long and they end up in the friend zone. If she wants to have sex with you, she still wants you to lead the interaction so that it can happen. Most women would rather resign sex than to lead.

Important to mention, dominance and leading should always come from a place of genuine caring. Don’t swing the pendulum to high and be domineering or dictating that’s not attractive.

Secret 18: Tease Her of the SOCKS

We all did it during our school days and it was great, but at some stage during we grow up we seem to stop teasing unless it was a major form of fun and connecting to others. Teasing is ambiguous. Teasing mixes something slightly rude with something playful. It provides an interesting incongruence by having two contrary messages telegraphed on different communicative levels.

Teasing is a verbal or non-verbal activity that on the surface could be perceived as rude or mean, but at the same time it communicates that one is just kidding. Gesture, tone of voice and facial expression clarify the good spirit behind the tease. Studies found that individuals tease to socialize, play, flirt, tighten social bonds and to express love and affection. Teasing has nothing to do with intentional hurting, humiliating or harassment. When you tease a woman always keep up a fun spirit.

Why is teasing attractive?

Teasing is a mild and benign form of insulting. Teasing communicates all the right things at once. When you tease her you show that you are confident and not too risk aversive. Most nice guys don't tease at all because they want to play it safe. Though, they don't realize that playing it safe is riskier than going a little too far accidentally.

See, if your tease went too far you can recover from it by apologizing and keeping up the fun. However, you will not recover from a dry and boring conversation. Women may forgive an over the top tease, but they won't forgive a boring conversation. Teasing is also a sign of indifference. It clearly shows that you are fine with expressing what you think and that you don't hold back just because you fear her reaction. That's incredibly attractive. Further, a wellplaced tease makes your interaction less serious and ramps up the playfulness.

This will give her the chance to open up, relax and be silly herself. All this will help to establish a deeper more intimate connection real fast.

How do I tease?

A tease combines a challenging statement with wit and creates a playful stage for your further conversation.

You could comment on her clothes or personality. “Nice shirt, my little sister would totally like it.”

“Do you need a stuntman training to wear those high heels?” “You are tough, you would make such a good gangster rapper.”

Give her silly nicknames.

- If she is cocky herself call her brat, little punk or troublemaker.
- If she tells a lot of jokes call her Seinfeld or Leno.
- If she is into geeky stuff you could call her nerd.
- If she has a lot of stuff in her purse name her Inspector Gadget (If she’s very young she might not know who this is).
- If she’s wearing a lot of jewelry call her Mr. T.
- If she wants to be hyper-intelligent call her Einstein or Sir Isaac Newton.

There are endless opportunities just be creative. If she comes up with a nickname for you, it is a very good sign that she wants to “play” as well. You can use the nicknames as running gags later on in your text or on dates.

Don’t give her a straight answer My favorite strategy for teasing, though, is to answer questions with a tease. It’s teasing because you don’t take her questions too serious.

Example: If you get asked what you do for living you could say something like: “I work at McDonalds. First, I was only allowed to

make the cheeseburgers, but I did well, so I got promoted. I prepare the Big Macs now. This is a cocky reply that is far more original than simply answering the question. It turns the conversation into a funny banter instead of a dead-serious Q&A session. Underline your tease with an ironic undertone and an impish smirk.

Some more examples:

Question: Where do you come from? That's not so sure yet. My parents believed that I must be a space alien because as a baby my head was way too small for my ears.

Question: What are your hobbies? I'm an adrenaline junky. I play chess and solve crossword puzzles. And when it goes crazy I sort my shirts by color. Then I have to take a little time out as you can imagine.

Question: What's your favorite meal? Usually I only eat carrots but when my skin starts turning orange I switch to a normal diet for a few days.

You can prepare some teasing replies for common questions.

Warning

Teasing is like walking on a razor blade. When nice guys first learn about teasing they use it with great success, but then they go too far with it and every other sentence that comes out of their mouth is a tease. Be aware that going over the top with teasing can backfire big way. How far you can go differs among women dramatically. Every woman has her own limits of reciprocating to teasing.

Calibrate carefully whenever you interact with a woman. There's a time to be serious and when you have to answer a question normally otherwise you will look odd and she won't trust you. Treat teasing as a spice for your interactions and throw it in when it gets a little dry. Avoid teasing about things that are not in her short-term control like

weight and looks aside from her clothes. And never forget that teasing always comes from a place of playfulness and never has a mean root.

Secret 19: Stop Your Need to Brag

It's just an all too natural need to be honored for what we have achieved. We like to let other people know about our successes and that's ok. Though, there is a way to talk about your strengths that annoys people and lets you appear a weak and needy on top and another way that is much more beneficial. In this chapter, you will learn why straightforward bragging will turn women off and a bad boy secret how to let you strengths shine without coming across as a try-hard.

At first, yes, women like men who have achieved some success in whatever area of life, though as said, you can't just to show off with your success. But why is bragging such a turn off for women? If you brag with your achievements or possessions you simply communicate that you don't feel being good enough for her. You are basically saying that your personality is not good enough to be respected by the woman, but that you have a lot of successes that will compensate for it. Women (and men as well) will view your attempt to show off as a sign that you feel inferior to her and that you need something to cover that up. So, in other words displaying your strength straightforwardly easily backfires and leads to the opposite effect of what you want. You won't be perceived as attractive but rather as insecure. But Hank, I have to bring something to the table that would show her that I'm an attractive man, and now I can't tell her, that's crap. Don't worry, I get your point. I will show how you can "brag" without "bragging".

How to show off the attractive way?

Talking about your strength is a tricky thing to do especially in initial conversations. The trick is to let the information you want her to know (e.g. that you own a company, or that you write books) slip in the conversation accidentally. If you want her to know that you have a black belt in Jiu-Jitsu (communicates expertise and willpower etc.) you can lead the conversation to a relevant topic. You could say that

she looks quite sporty and ask her what kind of sport she likes. When you already talking about sports it's likely that she will ask you what your favorite sport is. And there's your chance to tell your story.

Another example of how you can sneak in your strength is to throw small baits that she can pick up on. If you want her to know that you are playing in a band (communicates creativity, charisma etc.) a poor way to tell her would be to say it out of the blue. "Ah and, by the way, I'm in a band, just that you know." A way to slip it in your conversation that doesn't let you appear like a dork would be to wait for the right moment to throw the bait. When she asks you what you do at the weekend you can say that your friend [name of the friend] wrote a song and now he is so enthusiastic about it that you need to practice it all the time. This lets her know that you are doing something with music and that you might be in a band. Now it's her chance to take the bait and ask you about it. In this case, you set it up in a way that she wants to know it and "impress" her on her wish. This will not come across as try-hard attempt to make you valuable.

Secret 20: Attractive Body Language

What is body language?

Body language is a primal way of communication that has developed long before the spoken word. For all other species body language is still the basic way of communication. Only humans use verbal articulation in such a systematic and complex way so that body language faded more and more into the background. Though, the communication of our body is at least equally important for our interactions than the words from your mouth. Body language plays an important role in almost every areas of life and especially when it comes to attracting the opposite sex.

Why is body language important to attract women?

The tongue can lie, but the body can't. That might be a little oversimplified, but lies are easier born from the word than from the body. Lie detectors use primary body language such as heart rate, glandular activity *etc.* to convict liars. Humans have internal lie detectors as well that also use body language to gather information that the other person doesn't want to give away. This is a primary non-conscious process that we don't do with intention.

We unconsciously analyze the cues the other person gives away with their body. Don't you know situations where you talk to someone and it just doesn't "feel" right despite the person talks about common stuff? You don't feel comfortable around that person, but you just don't know why. Probably the person's body language triggered your internal alert system that makes you feel odd interacting with this person.

However, women will unconsciously analyze your body language as well and you better don't fail that test. Women can read body language even better than men so your body language can be a

serious game breaker or your best weapon in the field. Men have told women pretty much every imaginable lie to get her into to bed so a man's tongue is not the most trustworthy thing.

Since most men are almost obsessed with what they say to women they neglect what their body is giving away. Women will analyze body language cues to get more valid answers about the man than his mouth can give. That's why it is important to be aware of your body language. Body language is in most cases the first way we communicate with others and sets up the course of the conversation. If you don't pay attention about what your body tells her about you the game can be over before you even opened your mouth.

Body language faults that forces a woman to dismiss you instantly

Here are the major body language faults that nice guys do over and over again. If you do them too you leave her no chance to feel something for you.

1) Weak posture Your posture communicates your level of confidence. A weak posture with no tension at all signals her that you lack confidence and that you don't feel comfortable in your skin.

2) Signs of unease If you feel unease it likely translates into physical cues such as constricted eyebrows which can indicate anxiety, worry or anger. Unnaturally lifted shoulders convey tension and fear. We lift our shoulders in dangerous situations to protect our neck. When your shoulders are tensed and overly lifted you communicate that you don't feel comfortable in the situation.

3) Tics of nervousness If men are nervous they tend to show certain tics that communicate their unease. Touching the neck or the face, scratching the arm or the head are unmistakable signs of nervousness. Changing the position of the hands permanently or checking the cellphone frequently indicate that he doesn't feel confident.

4) Poor voice tone The sound of your voice also counts to body language because it transfers information aside the sheer content of your words. With the tone of your voice, you can totally change the meaning of a message. The words “I love you” spoken with a soft calm voice tone will have a different meaning as when being delivered with a goofy, teasing undertone. You can go from sincere to ironic by simply changing your voice.

The three major voice tone flaws nice guys tend to commit are speaking

1) too fast-paced
2) too muted
3) too monotonous

These mistakes communicate to the woman that you are a man who doesn’t think that he is worth talking to her. A selfassured man talks in a moderate pace, not too fast and not too slow, with a strong, powerful intensity without screaming and has a range of tonality when he talks. Another habit nice guys have with a bright tone that lacks any depth. Studies have shown that women find deeper voices more attractive in men. A high and shaky voice tone is a sign of insecurity which is a big no-no with women.

Learn body language that attracts women without words

Attractive body language that communicates all the right things without saying a single word can be learned. If you manage the Big Three of body language you will be a made man. The Big Three are posture, movement and voice tone.

Posture

As said, it’s important that you have some tension in your muscles but not too much or you will look like a robot that needs oil. Hold you upper body straight and don’t slouch. A lot of men I see appear

smaller than they actually are because they crouch. With a straight back and a slightly stretched neck, you can win one or two inches. A good posture will make you appear taller, more masculine, confident, dominant and more present overall. Take up space when you stand or sit. Dominant people feel comfortable taking up space. Take out the tension from your shoulders and let them hang naturally. Put your chest out and slightly pull your shoulder back.

Movement

How you move will tell her a lot about you. Maybe the most unattractive habit when it comes to your movements is to look squirrelly. Hectic motions only tell that you are nervous and lack confidence in your environment. Have you ever seen James Bond look like a squirrel on Ecstasy. The best thing you can do is to move a little slower than you would normally do. Don’t overdo it, of course, or people will think you got a stroke. Moving calmly will make you appear relaxed and on ease with the situation and the people around you. This is an easy yet effective way to boost your attractiveness. Turn your head slowly, walk smoothly and be more relaxed in general. Alone by forcing you to move slowly you will feel calmer and the people around you will be able to relax as well.

Voice tone

As said your voice gives your message meaning. If your voice communicates that you think you aren’t an attractive man don’t waste your time to think about what you say. The good news is you can train your voice tone every time you speak to someone no matter to whom. If you pay close attention to the sound of your voice for a while, this problem can be fixed quickly.

Just avoid the three major faults that nice guys do when speaking. Don’t speak to hasty, and slow it down a bit. What applies to your motions applies to your to the pace of your speaking as well. If you spit out words like a machine gun you will communicate that you

don’t feel worthy to talk and that you fear to lose the attention if you would talk slower. Talking in a relaxed pace instead telegraphs that you don’t have any issue with being the center of attention. The woman will instantly know that you think that it’s important what you have to say.

The same applies to the intensity of your voice. A weak voice belongs to a weak man and no woman wants a weak man, right? Weak, of course, doesn’t mean physically weak, but it means to have a weak personality. Just as a relaxed pace, a loud and strong voice is a sign that you reckon yourself to be significant. Speak a little louder than you would normally do but avoid yelling like a carnival barker. Also, try to add some punch and depth to your voice. A thin voice doesn’t belong to an attractive man. Speak from the bottom of your belly. This will give your voice an extra of depth. Avoid mumbling and try to minimize your dialect. A lack of control over your articulation will only make you come across a stupid redneck.

The last big factor of an attractive voice is your diversity. The voice transfers emotions and that’s this kicker when you want to attract women. A monotonous voice won’t get any emotions across and you will just fade into the background like an annoying noise. Give your stories vitality by using the variability of your voice. For example, if you talk about something you are passionate about talk louder and with more intensity. If your story goes about something serious talk slower and more sensitive. Match your voice to the emotions you want to get across. Listen to storytellers or see how the voice tone of actors is used in movies. Monotony is boring and boring is the opposite of attraction.

Conclusion

There is probably no way to overrate the impact of body language. Your body language is one of the most important steps you need to master on a journey of success with the opposite sex. Body language is also the first, most obvious and almost always the dead-

surest means to separate a nice guy from a bad boy. If you go out the next time observe how different people hold themselves, walk and talk and see what it makes you think about these persons. If you pay a little attention to the body language of others you will soon develop a reliable intuition about what certain body language communicates, which elevates attractiveness and what bodily cues should be avoided. If you get your body language handled, and this doesn’t need to take long, you will instantly see how women will react differently to you.

Secret 21: Eye2Eye ATTRACTION

Eye contact is probably the most essential facet of human body language and deserves an own chapter. Our eyes give away our secrets as the saying goes and this is doubtlessly true for male to female interactions. In many situations, eye contact is the first communication that happens between a man and a woman. And don't be surprised but women can tell from a man's eye contact whether he is a man who gets it or is an insecure wuss.

A strong eye contact communicates confidence, selfassurance, and dominance which are traits that women are looking for in a man. Even if you are not an expert in body language you might have noticed this yourself countless times. When you meet someone who breaks your eye contact constantly or even barely dares to look you in the eyes. What does this communicate? How do you feel about someone who can't hold eye contact?

If you can't make proper eye contact with a woman from the get-go you lost the game before you even really started to play. You might get a second chance to turn the tables after poor initial eye contact, but in many social situations such as a bar or nightclub your eye contact determines how she will react when you approach her. So, why relying on second chances when you can do it right from the start? If women usually give you the cold shoulder it might have something to do with your eye-to-eye communication.

Don't worry we'll get this handled. The bad news is that a poor eye contact will almost dead-sure kill your chances with a woman. The good news, on the other hand, is that it's relatively easy to learn and use attractive eye contact. If you know that you have a hard time with looking people in the eyes try this 7-day exercise. Dedicate one week to getting your eye contact issue handled. During this week simply make eye contact with anyone during the day and hold until THEY break it.

This might feel very odd at the beginning, especially if you aren't used to making strong eye contact. You might have to force yourself to maintain eye contact and you will feel the tension adding up the longer your eyes meet. Practicing strong eye contact for one week straight will get you used to the pressure and discomfort when looking people in the eyes. Once you've mastered this skill you will not only feel more confident, in general but also will have better interactions with both genders. If one week isn't enough to get this issue fixed go for another week.

A word of warning. Of course, don't do the eye contact exercise in every situation during this week. There might be occasions that could get you in some trouble when you force eye contact. Calibrate wisely whether the situation or the person suits to practice eye contact. Staring down your boss might not be the best idea. Do the exercise with random strangers and not with people you know.

How to have attracting eye contact with women?

Attracting women with your eyes and paving the way for a striking conversation isn't that hard to do. The basic rule of attractive eye contact is to hold the gaze and let her look away first. Right, that's why the exercise explained above will help you to do exactly that. See, when you meet eyes with an attractive woman and you shyly break the eye contact before she does, you told her that you couldn't handle her anyway and that she better keeps looking for another guy. The unconscious mind of a woman interprets weak eye contact as an indicator of a lack of dominance, leadership qualities, and mental strength. Especially the dominance factor plays an immanent role with eye contact. Prison inmates do stare downs to figure out who is more dominant. Who looks away first subordinates to the winner in the pecking order. Though, not only in jail eye contact is used to check who's in charge. Women do basically the same to see if you "can stand your man". Therefore get used to holding a strong eye contact even if it's intimidating as hell. However, a stare down-

like eye contact is only meant for initial interactions. Once a relationship is established between the both of you, eye contact can come back to “normal” and you can occasionally look away first as well.

Secret 22: Open the Bad Boy Way

So far so nice. Though, now it gets serious. You can learn everything about inner game and attraction theory, but this will not get you what you want, right? The rubber needs to meet the road as they say. You have to talk to woman if you want to meet them and the first step is to open a conversation. If you can't open a woman you will always have to rely on chance and hope that suddenly a conversation strikes up out of the blue. That's nice guy behavior.

As you might guess by now I'm not a big fan of canned lines or artificial behavior. Though, in the beginning it's better to use prepared lines—what btw is totally 2008—than to not approach women. When I remember as I started out meeting women I could only approach when I knew exactly what I'm was going to say. If I didn't know how to open her I just couldn't walk over, I was too scared. A lot of men I know can't approach a woman because they simply don't know what to say and so they just linger around her hoping that a miracle happens and they simply slip into the conversation. But you know as well as me that miracles like that just rarely happen.

When it comes to meeting women you need to do action, there is no way around. So if it's easier for you prepare some lines for every common situation you normally would like to meet women get prepared.

Being prepared serves two benefits. One, you don't have the excuse that you don't know what to say. Two, you don't need to focus on what you say so that you can rather focus on how you say it and on your body language *etc.*

Anyway, to get you started, come up with two or three lines for common situations you like to meet women. You maybe want to have some lines for a bar, nightclub, street, mall and house party.

Since I have a good day as I'm writing this, I will give you some of my patented lines that

helped me to start conversations. Feel free to try them.

OPENERS

For bars or nightclubs

"Hey, the bouncer told me I should keep an eye on you guys since some of you look like troublemakers." (for a group of girls)

"I'm looking for a contestant for a dance battle and your face says that you are looking for a challenge."

"Oh excuse me, quick question me and my friends were just talking about you guys and we got in a little argument whether you are arrogant or cool. So they sent me on the mission to see who's right."

For house parties

"Hey, how have you met [name of the host]?"

"Hey, what do you like best at the party, the music, the food, or me?"

"Hey, I've just wondered if you were up for a dance battle if I get the DJ to play MC Hammer?"

For public places "Hey, I just saw you and I thought the hat (choose a feature of her looks you like) you're wearing is pretty extraverted, what's the story about it?"

"Hey, I just saw you and I just thought that I would be the most stupid man on earth if I wouldn't come and say "hello" at least."

"Hey, you look somewhat interesting are you an artist?"

"Hey, you look a little sad and you maybe had a bad day so I have a free joke for you to lift you up a bit." (Smile and tell a joke if she wants to hear it)

For any occasion

“Hey, what’s your story, I’m curious?”

“Is a simple “hello” enough or do you prefer a good old pick-up line from the 90s?” (Have a silly line prepared if she wants to hear it, which will happen most of the time)

And here’s a special one. When you go out the next time you say this to the woman. “Hey, my uncle Hank told me I should go up to every woman that I find attractive and tell her that I’m out tonight to meet interesting people and now it’s your turn.”

So nuff of that. These are just examples, of course, and I would really like to see you coming up with your own lines that reflect your personality.

All of these lines will only work if delivered with a fun spirit and a self-amused attitude. As you soon will figure out it’s not about what you say, but rather more about how you come across as a person. If you bring the fun (value) your words won’t make that much of a difference. On the other side, if you act like an insecure nice guy even a line crafted by Shakespeare wouldn’t help you.

And without a doubt, opening lines are way too overrated. I see guys ponder about the best words to say like an obsessed scientist breeds over the world formula. Don’t do that, it isn’t necessary. Do you really think that women will have sex with you because of your opening line? The line simply gets you her attention and provides the opportunity to enter a conversation, that’s all. And if you are in a hilarious conversation with her and joke around having the time of your life the line doesn’t matter anymore, it’s gone like a fart in the wind anyway.

What I recommend doing early on is to simply use a variation of “Hi” and a blank mind. It’s a whole different thing if you open a woman with nothing in mind except a “Hi” than to use canned stuff. Women will even appreciate if you don’t know what to say next and struggle

a bit as long as it is ok for you. Always keep in mind that nothing in life and especially meeting women is smooth. It’s not meant to be smooth. Go in a conversation with a blank mind and freestyle your way through, that’s what bad boys do. It’s a free fall, enjoy it.

11 Lifestyle Secrets

After we faced your inner daemons and worked on your outer game the final step is to establish a lifestyle you love and that draws women in your life on a consistent base. What most guys don't understand is that there is no single source neither for happiness and fulfillment nor for frustration and dissatisfaction. Sure, having the choice with women is fantastic and every man should experience this kind of abundance. Though, women alone won't make you feel durably fulfilled. If you just want women to mute your frustration and to find happiness you entered a fucking dead end.

Life doesn't work like a horoscope with distinct areas like wealth, romance, and health. No way. Everything is part of the same—your lifestyle. If one area is out of balance it will impact every other area as well. If your house is on fire it's not enough to extinguish the fire in your living room only. The flames from bedroom will set it on fire again.

In this final section, you will learn how you can develop a life you love so that women will love to be part of it.

Secret 23: Develop a Lifestyle You Love

As you've learned so far women shouldn't be the center of your life. Your life should be the center of your life. See, what a lot of nice guys do is to pursue women to feel happy with their lives. They treat women and sex as a magic pill to live happily. Reality is a little different, though. Women are not placed in this world to make you happy. Yah, that sounds controversial because social conditioning taught us that you can't be happy without a woman. It's not the woman's job to make you happy. Women will sense if a man is giving her the responsibility over his happiness and guess what, they won't accept it. The much better way is to get a life that you actually love. When you have a lifestyle that you want you will automatically draw women in. Women don't like to take on the role of the savior who rescues a man from his dull and boring life. Women find it attractive when a man has developed a lifestyle for him that he enjoys. If you value women more than your own life you will sweat the scent of neediness and women will smell it instantly. A woman pictures herself in the life of a man and imagines how it would be being with that man.

How to develop a lifestyle you love?

Great question but, unfortunately, there is no definite answer to this. Though, I have collected some questions you can ask yourself to see if you might lack the basics of a lifestyle you can love.

When have I done something new the last time?

We need to do something new from time to time.

Do I learn new stuff regularly?

For personal growth, we need to learn new things.

When have I done something challenging the last time?

We need to attack obstacles and go for what is slightly above our current skill level.

Do I have enough flow activities in my life?

Flow activities are moments where you are fully in the now enjoying what you are doing and forget about the rest.

Do I follow my fears?

Overcoming fears and expanding the comfort zone is a key element of living happily.

Are too many areas of my life being externally controlled?

We need the sense of autonomy and that we can influence the course of our life.

Have I set up my life so that it matches my values? We want to live in alignment to our values and act according to what we believe.

Can I live authentically?

Internal congruence between values, beliefs, opinions and actions is king when it comes to lifestyle enhancement.

What do I want to be remembered for?

Reverse engineering our life can help us to understand what we should do now.

Are the people I’m surrounding myself with helping me becoming the man I want to be?

The people we choose to be around us have a huge impact on us. We will become like the people in our periphery so choose your social environment carefully and with intent.

Do I have a passion?

Following your passion doesn’t need to be the thing you do most of your time, but having found a passion will give you more power in life.

Of course, this list is by far not exhausted, but if you answer these questions honestly you will get a clue why you might not love your life yet. Maybe you should think about to change your job or cut some negative people out of your life. Whatever it is, the most important thing though, is that you take control over your life and don’t just watch your life like a paralyzed spectator. There is no reason to procrastinate working on your life. If you think women will fix what you hate about your life… sorry, that’s not gonna happen. If you start building a life, you love a lot of nice guyish insecurities with women will just go away by itself.

Life is your masterpiece - sculpture it.

Secret 24: Establish Personal Boundaries

One of the most powerful words you can use in the initial attraction phase is “no”. Beautiful women are surrounded with yes-men who agree to everything she does to immaturely try to increase their chances to get her into bed. Though, women hate it when a man agrees to everything she does. Sometimes they are so annoyed and even angry on the wimpy man that she goes over the top with acting rude in order to get a “real” reaction, a “no” from the man. Women will lose respect for you if you take every s*** from her.

Establish strong personal boundaries that are more important to you than the woman you are talking to. At first this sounds counterintuitive, but in the end it’s just your courage to answer her back if she crosses your borders. A woman needs to know that you will not take every immature behavior from her. Like in life, in general, you can’t trust yes-men. It’s a powerful move of integrity to put your boundaries over the goal to lay the woman.

Don’t exchange your integrity for approval or sex, it isn’t worth it and it won’t take you any closer to attracting her. If you don’t agree with her opinion tell her. If she asks you for your opinion give your honest opinion. In many cases, you will be better off with she disagreeing with you on a certain topic than telling her what she wants to hear just to move a step closer to vagina land.

Think about it, would you take any behavior from your friends? No, at least I don’t hope so. If one of your friends acts cheeky you just tell him to stop being a little brat, right? You ust don’t take it. The same works wonders with women. Don’t think I wouldn’t know that it is hard to talk back to a woman who is so beautiful that you almost get sick of it. Though, once you’ve developed personal boundaries protect them like a country protects its borders.

Secret 25: Find Your Passion Beyond WOMEN

You know that women say they want a man who has his life together. Ever wondered what that means? It's basically saying that they want a man who has goals and acts upon them. A man who is beyond childish drifting through life. It's not so important that you are successful yet, but women feel drawn to men with prospect.

Women might say that they want to be number one in your life. Though, actually they want to be an important part in your life, but a woman will lose respect for you if you sacrifice your passion for her. David Deida writes it in his book The Way Of The Superior Man (a book you MUST read if you haven't yet) that the most attractive thing a man can do is to have a purpose in life. He needs to follow his purpose and not letting him be distracted by the drama of a woman. This is about trust and integrity and that's what women really want in a man.

Why should I have a passion?

Finding a passion will enhance your lifestyle in many ways.

- You will grow as a person.
- You will challenge yourself.
- You will experience flow moments.
- You will develop willpower and endurance.
- You will learn how to deal with setbacks and frustration.

How to find your passion?

That's the tricky part of it. Most men don't find their passion for life right away and switch several times in life. You don't need to know your life's passion already. Even though it's always better if you know what you are heading to early on in life.

Ask yourself:

- What are you good at?
- Which activities give you flow moments?
- What do you want to be remembered for?
- What should be your legacy?
- What would you do all day if there were no obligation like income or time?

Quintessence:

Don’t make women the most important thing in your life. The iss with women will fall in place by itself when you have your life directed to a destiny.

Secret 26: Know Who You ARE

Who are you? Sounds like a silly question, but most people just don't know how they are and what they want. They end up in situations wondering what happened to them and why they aren't satisfied. If you get what you think you want but it is not what you actually needed you wasted your energy on the wrong thing. Energy and time are not infinite so don't waste it on the wrong goals.

With women, if you don't know what you are actually looking for you will likely get what you don't want and need. If you don't know yourself you will attract the wrong woman. For instance, if you are a very stable guy who likes some orderliness in his life a super-freaked out skater tattoo-junky woman might not be the best for you in the long run. If you need time for yourself and love autonomy a mega-clingy woman who wants to be with you from dawn till dusk might not be the best long-term choice.

The same way you better know what kind of relationship you want. Are you looking for casual short-term fun or a serious relationship? You better know what you need in this point of your life. You don't want to end up as a notorious player dude who bangs his harem but secretly craves a deep connection to a particular woman. On the other hand, you don't want to settle with a woman because you think that's the thing to do although you think about picking up random women in nightclubs. The wrong woman will only cause drama in your life.

The mainstream society has its narrative which is finding a "special" oman and live with her happi ever after, but the pick-up community has its social conditioning as well. In the scene, hooking up with a great number of random women without a deeper connection has become the standard way and there is nothing wrong about it. I'm just saying that you need to figure out what is the right thing for you so that you don't follow empty promises.

Know why you want more women in your life. Do you want more because you need validation, or because you think this will make you happy, or because you want to make you friends jealous? Find the “real” reason and be honest to yourself: I’m not saying there are ultimate wrong reasons to learn how to seduce women, but I just want you to think about whether you are pursuing dummies you believe you need.

Don’t be blinded by the superficiality of life and dig deeper to find your core. Know why you are doing something and don’t follow your desires blindly. Do other people run your life? Do you follow other people’s way? Don’t be a victim of social conditioning and don’t follow someone else’s dream.

Anyway, women love men who know who they are and what they want in life.

Secret 27: Stand By YOU

Authenticity is the new thing in the pick-up movement. Though, it's not really new, authenticity just has been neglected for a long time, a time where weird techniques and strange methods were running the show. Being authentic, however, has always played a main role in the attraction game. Fortunately, the trend is going towards congruence again.

So what is authenticity actually? Man, you ask some tough questions, but I will see if I can give a definition. For me, authenticity means acting in total alignment with your values and the willingness pay your price to stand by you. This might not be the most sophisticated definition on the planet, but it works for me. In his book How To Not Fuck Up Your Life, Stuart Ash defines authenticity as "[…]a deep inner connection to the own core and behaving in total congruence to the vibe of one's personality."

I believe the root of all inauthenticity is the fear that projecting who we really are will not be good enough. We bend the truth or tell somebody what he wants to hear or agree on an opinion that we don't genuinely share just to avoid conflict and so on. Have you ever done something that didn't feel right, but you thought being yourself would have had some negative consequences? No question, we all have.

Anyway, believe it or not, humans and especially women do have a detector for fake behavior. And guess what, they don't like men who don't stand by themselves because they fear the reactions. Men tend to lose authenticity when they are talking to a beautiful woman because the switch into panic mode. They become stiff and behave unnaturally because every possible behavior that would appear natural gets pushed through a filter before. Women will sense when men hold back and don't express themselves fully. By the way, the fear of running out on things to say is a dead-sure symptom of inauthenticity. There are infinite things you can say at any time you

just run out on words because you filter them to only say what you believe is good enough. If you wouldn't fear that you could say something "wrong" and lose her you would have something to say always. Period.

Being authentic means that you are willing to lose women in order to stand by your values. If you are trading approval and affection for your authenticity, you are playing a losing game.

First, because it doesn't work most of the time, at least not with high-quality women, and second, because it won't bring you any further in your personal development. You will only get something overvalued and lose something you don't value enough. I guess it's a question of philosophy, but my turn on it is that if I don't like spending time with a woman outside the bed I don't need her in my bed. Laying women I don't like is by itself inauthentic to me, but I'm not a preacher so figure out yourself if it's worth exchanging authenticity for sex. Being incongruent is also a sign that you don't love your life yet. If you love yourself and your life more than any women you will project who you are and don't care if some women won't like it. Inauthenticity is not exclusively a nice guy problem, we all have issues with expressing our true core. A bad boy, though, accepts that losing women because of being himself will be a price that is needed to be paid. He is honest to himself, knows his own values and relies on women's ability to spot and dismiss inauthentic wimps, which they will. If you are authentic and congruent to your internal values you've already won.

I want to end this chapter with another quote by Stuart Ash who said: "He who lives an authentic life fearlessly projects who he is out there, knowing that false approval worth infinitely less than honest rejection."

Secret 28: Take Responsibility over the Man You Will BECOME

If you would have a baby you would take care of it, wouldn't you? A baby can't take care of itself and needs others to do it. Your baby would be totally dependent on you. Your baby would have to suffer from everything you mess up, everything you do and don't do.

I literally hear you mumbling, "Hank there were many controversial and strange concepts so far, but now you've gone looney. I want to meet women and not talking about babies". Ok, I get it, but wait a moment before you send me to the madhouse. Let me explain what this has to do with your success with women.

You do have a baby in some way or another. The baby in this metaphor is your future self. Your future self and a baby have many parallels. You are responsible for the man you will be in 1 year, 5 years or 10 years. The man you will become in the future can't take decisions and alter the way of his life. The man you will once become is depending on what you do now. The only person who can make a difference is you.

Ask yourself what will happen to your future self if you don't approach this woman. What if you won't get your issues with women handled? How will your life look like if anxiety keeps running your life?

Be sure that the man you will be in the future will look at you from the mirror and ask you if you did all you could to utilize your potential. And I'm sure you want the man that will look at you from the mirror to have life in his eyes. Would your future self will look at you with respect if you don't get this problem handled?

So whenever you ask yourself whether you should talk to a woman think about your future you. Anyway, you will have to justify your decisions to the older you. If you are young I can understand your doubt about all this, but I know that this will happen. It happened to

me as a thirtysomething I regret a lot of the decisions my 20-year-old self took. And my 40-year-old self will look back at my 30-year-old self and ask why I didn’t take more action. This keeps me motivated to become the best version I can. It helps me to handle my fears.

Take responsibility for the person you will once become – he needs you.

Secret 29: Do Your Own Thing

Nowadays many people live their lives to meet the expectations of others. They don't do what they want and bury their dreams to fit the norms of society. That's one of the major differences of nice guys and bad boys. Bad boys stick to the rules as long as they support their goals, but they know that rules sometimes have to be bent or broke. I don't talk about starting a criminal career, but rather about that a mild form of rebelliousness is necessary today.

It's attractive when a man does his own thing. All great inventors have walked on their own paths. Bad boys don't listen to others when they have a passion they follow. This doesn't mean that you shouldn't take advice. All successful men have referred to others who already were successful in a certain area. Life is constant learning and you can learn from success such as from failure. Though, if you learn from failures it doesn't necessarily have to be your own failures.

Anyway, bad boys aren't depending on others when it comes to the question how to live life. It's hard to do your own thing because of social pressure and societal standards. Living within the social norms feels comfortable, I know. You know what you will get by walking on the path that most other people walked before you and it's just easier to swim with the fish. The path of the masses though, will lead to mediocrity. If you do what everyone does you will get what everyone gets. Going your own way despite all the naysayers around you will be an attractive trait that women can't overlook.

Secret 30: Grow From Your Weakness

People say you should always put your best foot forward and that's a good advice. Though, there are times you need to stand by your weak spots. Don't hide your weak sides or override it with silly attempts of being cool. Don't get this wrong when I say it's ok to have weaknesses I don't mean it's ok to be a whiner, complainer, passive-aggressive wimp or self-pitiful wussy. Nobody likes these guys. What I actually mean is that everyone has weaknesses and that's ok and nothing to be angry about. However, what separates nice guys from bad boys is that nice guys use their weaknesses as an excuse for not taking action. They play the "I am too …"-game or try to cover their weak spots up with superficial toughness that looks so artificial like the tons of make-up on older women's faces who want to pass for a twenty-yearold.

Avoid the two inexcusable ways to deal with your weaknesses.

1) Using them as an excuse and
2) trying to hide them with artificial coolness.

It's ok if you haven't reached what you want to achieve as long as you know about your weaknesses and work on them. Women don't necessarily want the perfect man, but they definitely want a man with potential. As long as you stand by your weaknesses you will likely get away with them. You don't have a job or you are still overweight won't be a huge turnoff for most women if they see that you are doing something about it.

Of course, I'm also talking about other weaknesses whether you are not as confident as you want, or your social skills aren't as good as you want them to be, see your weaknesses a chance to grow. This will make you incredibly attractive if you stand by your weak spots and do something about it. Don't pretend to be better than you are—why should you? Hiding your weaknesses would only communicate that you think you are not good enough for her. Show vulnerability

and you will stand out from the mass of tough-outside-wimp-inside chodes.

Secret 31: Act Like Your Future SELF

One of the best ways to get what you want is to act and feel as if you already have it. This, of course, doesn't apply to every situation. If you want to be a millionaire but don't have the big bills in your pocket you can't overspend and act as if you are wealthy. Though, when it comes to confidence with women, for instance, acting like your future self can work pretty well.

Ask yourself how it would look if you would already be there where you want to be. How would you feel if you would have all the success with women that you desire? And especially how would you behave if you would be the man you once want to become?

Paint a clear picture of specific situations with women that you aren't satisfied with. Then think about how it would look like if you would have got your issues handled. Imagine your future (optimal) self acting in these situations. How would it look different and how would it feel different?

Let's make it concrete. I always had the problem that I got very nervous around beautiful women. So nervous that I had no chance attracting her because I came across as a little puppy playing with 'da big dogs'. Then I imagined how my future self would act and how it would feel. My future I would have a very calm body language and would move much slower than I was used to. When I imagined my ideal self-talk, I heard him speaking slowly and with a deep voice. He would look everyone in the eye and slightly touch the person he is talking to.

These were concrete behaviors I could just mimic. Even if this didn't felt and looked very natural just forcing myself to behave that way helped me to understand that I actually could become that man-my ideal self. The more I "acted" the way I wanted to be the more I became this person. It's the old fake it till you make it. Sure, in the "faking phase" I messed up many interactions because I wasn't congruent enough, but at the end I simply turned into the person I

pretended to be. I felt like an actor in my own life who was playing a scripted role. By the need for congruence, your mind adapts your emotions and your beliefs. If you act confidently you will over short or long feel and eventually be confident.

Wait a moment Hank, haven't you said that authenticity is king with developing an attractive personality? Don't you just advice the very opposite here? Well observed Inspector Columbo. Though, there is a little difference here. If you want to change your personality and become a more attractive version of yourself it's inevitable that you have to act outside your normal pattern. This makes you a little inauthentic that might be true, though. However, moving towards a "better" you is by itself and act of authenticity. Not trying to live up to your potential would be rather inauthentic. Sure, any transformative process takes a bit of "not being you". Inauthentic would mean that you fake something just to get the quick result. To be authentic, you fake with the goal of **becoming** in mind. The faking is just crutches you throw away a soon as you can walk without them.

So act as your future you and fake in order to become the man you want, can and should be.

Secret 32: Challenge YOURSELF

Do you ever think about how easy women have it to get laid and find men who court them? Have you ever been jealous that you just can't rely on your looks no matter how good it is? Ever been angry that you have to work so hard to attract girls and they just need to be beautiful? If so then you feel like many men do, especially nice guys feel that way. It seems to be unfair.

Though, in my opinion it's not. See, for you attracting women means that you need to have your shit together, be confident, funny, dominant and everything else we've been discussing in this book. And I think that's really great. You know why? Because mostly the easy way leads to nowhere good. While beautiful women don't get a lot of negative feedback because no one has the courage to talk back on them, you as a man get tons of negative feedback. Not confident enough—blown out. Poor body language-Blown out. Boring conversationalist--blown out. Not getting physical-blown out. And so on and on. Every little insecurity can mean me over for your attempt to attract a woman.

So you are being put through a harsh cycle of criticism again and again. You get shown your weak spots if you will so. For guys who don't know that attracting women is a learnable skill these negative feedback loops can be utterly devastating. You instead, know that a rejection is not about you as a person it's at max due to a yet not filed enough skill level. The negative feedback you are getting as a man can be the fuel for our improvement engine. If we want to get good with women (or in life, in general) we need this negative feedback loops to discover our potential to improve. Women, on the other hand, not rarely live a life of almost no negative feedback.

Nobody and especially not men who have a sexual interest in her are courageous enough to not accept immature behavior because they fear that she could dump them. Therefore sometimes these highly beautiful women enter their thirties as an immature brat with

almost no personality. They never developed self-monitoring, willpower, tolerance towards frustration or any other of the “good stuff”. They actually never had to build real confidence and personal strength because they always got everything they wanted being served on a platter. They never needed to work for something and so they never had the chance to grow as a person. Now as thirty somethings they need to realize that their beauty declines and that man are no longer reacting that well towards them anymore. These women will have a hard time to attract a high-quality man who wants a long term relationship. When the beauty of a woman is about to diminish and she doesn’t have a great personality she’s in a very bad position in the mating field. The environment will not take her childish behavior anymore, what should not have been accepted in the first place. She will not get away with her infantile personality once the beauty is going down like the titanic.

There are basically two things to learn here. First, emphasize that the process is hard and that you get some harsh negative feedback. All your insecurities and internal bullshit will be ground away slowly but constantly so that you will develop an attractive personality. And secondly, you neither do yourself a favor nor her when you accept every behavior no matter how immature it is. Additionally women will find it very attractive if you have the balls to talk back to her. Of course, don’t use this as a method just don’t accept every behavior and stand by your standards. If you are willing to lose her because you give her negative feedback she will likely stay. Even more she might be thankful that you aren’t one of these yes-men that she is used to be surrounded with. In many cases, she will appreciate your courage to talk back to her and it will likely ramp up the attraction.

In the end, tough is good. It will help you to become who you can become. So appreciate that you don’t have it easy and be grateful for all the feedback you get along the way.

Secret 33: The Greatest Risk is to Play it SAFE

Humans are risk aversion machines. We like to play it safe and let opportunities to gain success or grow as a person fly by as long as we can maintain the current state. That should not sound like an accusation; it's just a human thing. We are not meant to like risks because most of the risk in caveman times could end in death. Therefore, a natural risk aversion is a healthy development.

However, I don't give you a free ticket to play your life safe, no no. In simple terms, there is beneficial risk aversion and detrimental risk aversion. Our job in life now is it to learn to distinguish between the both in order to stay away from the "real" risks and accept the risks you need to take.

When I talk about "real" risks then I mean things you should avoid because you can damage yourself. Situations you lack education and experience with bare risks. You might remember the TV show Jackass that showed a pack of men doing stunts and other crazy s***. As Jackass became popular many morons tried to mimic what they saw on the show and paid with broken bones and heavy injuries. Don't get me wrong, I loved the show, but what most of the copycats didn't know was that most of the Jackass dudes were professional stuntmen. What they did looked goony but they knew what they do.

That's a good example for beneficial risk aversion. If you lack know-how and experience in performing stunt acts you probably shouldn't. I'm just astounded how many people take moronic risk that could lead to serious damage, but at the same time shy away from "harmless" risks.

The most common detrimental risk we avoid are:

1) The risk to fail
2) The risk to look like a fool

These both go hand in hand and can ruin our development and success in any area of life. Whenever you try something new you have to deal with these risks. When you approach a woman you can “fail” and you will feel like a fool if she blows you off. Though, there is no real danger involved. Although you might lack education and experience in meeting women, the result won’t be seriously damaging unless she pulls out pepper spray or a teaser which will never happen if you don’t act like a super creepy jerk.

The basic gist is that you don’t need to like risks, but you have to accept that taking risk belongs to growth and success. If you want to apply some reverse psychology walk up to a girl and try to get rejected on purpose or go to a club and make a fool out of yourself by doing the most ridiculous dance ever seen by man.

Ok seriously, whenever there is something to achieve may it be with women or any other area in life, you will not get it without accepting the risk. I don’t want to get too philosophical, but maybe this is the way nature separates the wimps from the winners. Make peace with the idea that you can fail and look like a fool. At the end of the day, those are the real fools who haven’t tried anything because they were too risk aversive.

And isn’t not taking risks the biggest risk we can take? A risk that spoiled many men’s life leaving them with living a secure but lonely life. In a world of infinite potentials not taking acceptable risks is the greatest danger.

You've Made it ...

Here you are. You've read through this whole book. I'm sure you faced some uncomfortable stuff here and there. You've earned my respect. I know myself how hard it is to face the truth and admit that one needs a little help. Even harder is it to be honest to oneself to confess that life isn't the way that it should be. But this is the first step and the first step is always the hardest as they say. You've definitely made the first (and I'm sure many more steps) towards a fulfilling love life. Though, enough flattery for now, I have something serious that I need to tell you.

I've laid out the whole blueprint of an attractive man for you in this book. However, this all means a flying fuck if you don't put it into action. No woman has ever been seduced while thinking about doing it and no life has ever been changed for the better without working on it. Now is the time to take it in your hands, don't wait for something to happen-make it happen.

The most important message I wanted to give you is not about how to get threesomes or build a harem (that's cool of course), but that you can become the man you want to be and lead the life you want.

Everything in this book are tools to work on becoming more attractive for women and develop a lifestyle you enjoy. Though, the bitter truth is that nothing will work if you don't believe that change is possible. I know that it is possible to change the course of life because I did it myself and I know a lot of men who did it as well. I don't know if this book is your first contact with self-improvement and seduction, but anyway I hope you already feel the potential within you to become a better version of yourself.

You went through and will go through setbacks, frustration and failure on your way to an attractive man, we all have. Sometimes pain is the price for improvement. Nothing that means something will be easily achieved. But at the end your future you will thank you for

your courage to attack your issues with women to give the man you could become the chance to be realized.

It was a pleasure meeting you.

Yours Hank

And never forget: **The world needs you, the world needs the man you will become.**

Thanks for reading this book. This means more to me as you might think. I would be a happy Hank if you could leave an honest review. If you liked what you've read let me hear about. Not only because I'm a narcissistic egomaniac, but to help other men getting rid of their inner nice guy. If you think this is all blabber let me know as well I can take it. Anyway, I would like to hear from you and your successes.
You can write your review on Amazon Kindle Ebook store.